

The American

BAKER

PUBLISHED FOR THE BAKERS OF AMERICA

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Outdoor
Eating
Is Fun—
and
August
Is
The Month
For It



Volume 27
Number 8

AUGUST, 1959

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Aug

Increase your Whole Wheat sales with

Stone Ground on your wrapper!



Write for details on Stone
Ground band wrappers,
end seals or bags for
your shop.



TAKE ADVANTAGE, too, of International's Stone Ground promotional kit to help introduce and feature Stone Ground products in your shop. This kit includes streamers, shelf-talkers, sample bread wrappers, consumer inserts, lapel cards, news ad proofs and merchandising suggestions. Ask for your kit when you order International's Stone Ground Whole Wheat Flour!

The sales and merchandising magic of the name "Stone Ground" on your band wrapper, end seal or bread bag will mean a bigger share of the profitable whole wheat market for you. And when you use International's Stone Ground Whole Wheat Flour, you know you have captured in your loaf that old-fashioned, wholesome, wheaty flavor that means profitable, repeat sales.

Get in on this *complete* promotion — cash-in on extra whole wheat profits — order International's Stone Ground Whole Wheat Flour today!

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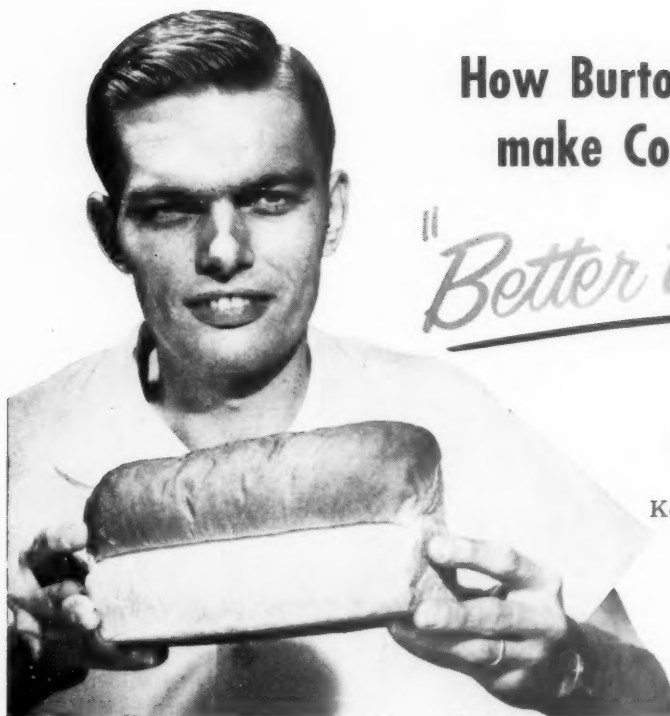
"Bakery Proved"®





KELLY'S FAMOUS means Quality . . . superior flour for the production of superior bread. Every baker who strives to lead his market with a top quality loaf will find KELLY'S FAMOUS a helpful friend in achieving that goal.

The WILLIAM KELLY MILLING COMPANY
 Capacity 5,500 Sacks HUTCHINSON, KANSAS Grain Storage 1,600,000 Bus.



How Burton Koelkebeck helps make Commander Larabee

"Better to Buy from"

"If this loaf of bread lived in Boston, it would speak only to the Cabots and the Lowells. That's how good its pedigree is," says Burt Koelkebeck, one of our control chemists.

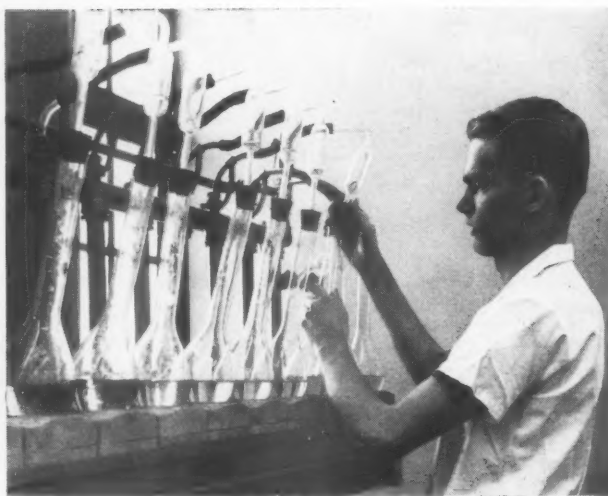
"Just open up file #93-764 in our control lab and you'll know what I mean by pedigree," adds Burt.

"It tells everything about the flour's lineage . . . where the wheat came from . . . its ash, protein and moisture . . . and how the flour was bleached and blended.

"Then as a final check we bake a loaf from each run because we know you want bread that's *tall, tan and tasty*. This is the 30 thousandth loaf baked in our labs last year.



"We're like a bunch of G-Men, we don't trust anyone . . . or anything . . . especially when it concerns flour. Here I'm checking an order while it's being made to be certain it meets your specs. We know uniformity is important so we test each run several times.



"They call us perfectionists . . . but what the heck. All this adds to the pedigree . . . helps you make loaves that are tall, tan and terrific. Tests like this give you more uniform flour . . . better loaves . . . make Commander Larabee *better to buy from*."

**COMMANDER
LARABEE**



First in Bakery Flours!

A DIVISION OF ARCHER-DANIELS-MIDLAND • MINNEAPOLIS

The American BAKER



AUGUST, 1959

PRE-PACKAGING—A veteran retail baker delivers a message to the Folding Paper Box Assn. on its obligations to the baking industry, along with an outline of the problems involved in bakery packaging

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ANN PALMER STORY—Enterprise, experienced baking, alert merchandising and top quality products have developed the Ann Palmer Bakery of Portland, Ore., into a large, successful firm. The story of how this was accomplished appears on

Page 21

BISCUIT PLANT—Sanitation is the keynote to the automatic biscuit line which recently went into operation in a new plant completed by Carr Consolidated Biscuit Co. of Valdosta, Ga.

Page 22

BULK HANDLING—Brownie Baking Co. of Spokane, Wash., has spent several years in cooperation with Tote Systems, Inc., developing a system of bulk sugar handling which is now paying its way in savings

Page 36

PROCESS—C. J. Patterson Co. recently placed in full operation its new "Ful-Flavor" process at its Albuquerque, N.M., plant. How the process is working out is described on

Page 46

MERCHANDISING—Federal Bake Shops has established a unit in Atlanta, Ga., that makes full use of "customer appeal" by having its cake decorating facilities prominently displayed where they can be observed—and orders placed on the spot

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BIG BUYING PUSH ON IN SOUTHWEST

KANSAS CITY—Hard winter wheat flour millers and bakers reached a workable price basis late Aug. 3, with the result that the largest bookings of the crop year appeared to be under way. The big push was continuing Aug. 4 with most of the major chains and independents booking enough flour to last them until the end of November, and farther in some cases. Total volume when the bookings are completed is expected to range between 9 and 11 million cwt. The price at which the business is being done is somewhat above that at which most purchases were made in the last crop year but this, of course, is based on much higher costs. (See page 8 for background report.)

Standard Brands Details Increase In Net Income

NEW YORK—Net income of Standard Brands, Inc., for the first six months of 1959 amounted to \$7,785,000, an increase of 4.8% over the first half of 1958. Joel S. Mitchell, president, has announced. This was equivalent, after preferred dividend requirements, to \$2.26 a share on 3,287,039 average outstanding shares of common stock. Net income for the first six months of 1958 was \$7,429,000, or \$2.16 a share on 3,267,728 average outstanding shares.

Net sales totaled \$260,796,000, compared with the record high sales of \$263,744,000 reported for the first half of 1958. The physical volume of products sold reached an all-time high. The reduction in dollar sales reflects lower selling prices in important product lines. For the second quarter of 1959, net income was \$3,789,000, or \$1.10 a share, compared with \$3,609,000, or \$1.05 a share, earned in the second quarter of 1958. These figures include all subsidiaries operating in the United States and Canada.

Sales of the nonconsolidated foreign subsidiaries for the first six months of 1959, stated in U.S. dollars, were \$12,937,000, and income was \$633,000. Sales and income for the corresponding period of 1959 were \$13,604,000 and \$568,000, respectively. Dividends received from such subsidiaries were equivalent to 7¢ a share, the same as during the first half of 1958.

At a meeting of the board of directors, a quarterly dividend of 65¢ a share was declared on the common stock, payable Sept. 15 to stockholders of record Aug. 14. A quarterly dividend of 87½¢ a share on the preferred stock also was declared, payable Sept. 15 to stockholders of record Sept. 1.

U.S. WHEAT FLOUR PRODUCTION FOR 1958-59 POSTS GAIN OVER PREVIOUS YEAR

Total U.S. wheat flour production in the 1958-59 crop year has climbed again, for the fifth consecutive time, to register 3.7% over the previous period, according to the preliminary figures prepared by The American Baker's research department. The crop year 1956-57 posted a gain of 4.8%, which was the best rise since crop year production began to come up in 1954-55. The 1954-55 gain was 1.6% above the preceding year. Wheat flour production for the crop year just closed—with the final two days projected—is estimated to total 249.5 million hundredweight, compared with the official U.S. Bureau of the Census figure of 240.5 million hundredweight for 1957-58. There were 256 working days in 1958-59 compared with 255 days in 1957-58. Average daily production in 1958-59 is estimated at 974,000 cwt. compared with the official figure of 943,500 cwt. for 1957-58, a gain of 3%. Total estimated crop year production of 249.5 million hundredweight compared with 236.7 million in 1956-57, with 225.7 million in 1955-56 and 224.8 million in 1954-55.

Kefauver Hearings on Baking Industry Appear to Be Fading into Oblivion

By JOHN CIPPERLY
American Baker Washington Correspondent

WASHINGTON—The Kefauver witch hunt into "goings-on" in the baking industry appears to be fading into oblivion. That is the consensus following the grilling of leaders of five national baking corporations here recently. Purpose of the Senate subcommittee hearings, with Sen. Estes Kefauver (D., Tenn.) as chairman, was to inquire into monopolistic tendencies in the food industry.

Observers consider that the next venture of Sen. Kefauver may be directed at the supermarkets because of their invasion of the bakery field using their own production facilities. There are some, in and out of the industry, who might like nothing better than to foist the blame for the mortality of small bakeries on the supermarkets. But as one member of the subcommittee—Sen. Vance Hartke (D., Ind.)—commented: "What is wrong with the supermarkets operating a bread baking plant since this is a free economy?"

However, the supermarkets have become a logical whipping boy with politicians on both sides of Congress because they do not represent substantial voting power—although they have become popular with American housewives. And the U.S. government, in its promotional activities abroad, has presented them as a feature of modern day living in the U.S. According to trade fair reports they have left the foreign housewife open-mouthed at the variety of wares they offer for sale. They have been the object of attention by visiting VIPs from Russia.

Major attention of the Kefauver committee at the hearings concentrated on the alleged price cutting aspects of the operations of the big chains. It is alleged that the big five sold bread in new territory, some distance from their plants, at prices lower than those cities where their plants are located. Bakery officials explained that price concessions were essential to open up new sales territory but that ultimately the price of a loaf would stabilize at somewhat higher prices than those now offered in an effort to gain shelf space in stores.

No doubt the supermarkets may provide a more important competitive factor than the big chain bakers as far as the small local independents are concerned. And the so-called small independents are not as small as that word indicates.

It seems that the Kefauver subcommittee, like the Roosevelt small

business sub committee in the House, has been using material previously collected by the Federal Trade Commission in its investigation of the concentration of power in the food distribution field.

Officials of the Kefauver subcommittee say that there are no immediate plans for the resumption of the hearings, but they suggested that the witnesses from the chain bakeries are at liberty to submit rebuttal testimony to questions raised by the committee staff. It is not believed that the bakery officials will take advantage of the offer.

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Kefauver Hearings Turn Examination To Supermarkets

WASHINGTON—The Kefauver subcommittee, which is investigating concentration within the retail food industry, has taken off on a tangential examination of supermarkets after finding little pay dirt in its interrogations of the big chain bakeries.

This latest examination was touched off by a telegram from Jack Schafer of Schafer's Bakeries, Inc., Detroit, in which he alleged that Continental Baking Co. was offering a supermarket in Port Huron, Mich., bread at approximately 5¢ under the established price in that market.

Sen. Estes Kefauver (D., Tenn.) immediately charged that the big chain bakery had undertaken a "new attack against independent bakers." He said that his committee staff had been ordered to make an inquiry into this charge at once.

At the same time Sen. Kefauver has requested information from the 10 leading supermarket chains of the nation regarding their handling of bakery products.

—BREAD IS THE STAFF OF LIFE—

Dr. L. A. Rumsey Named Consultant To Two Paper Firms

TALLAHASSEE, FLA.—Dr. L. A. Rumsey, recently retired head of Florida State University's department of baking science and management, will become advisor and consultant to the Champion Paper and Fiber Co., Hamilton, Ohio, and to the Southern Paper Box Co., Taylorsville, N.C.

According to a joint announcement by the presidents of the two associated firms, Reuben B. Robertson, Jr., Champion, and Edward L. White, Southern Paper Box, Dr. Rumsey will provide advisory and consulting services in paper products and packaging, particularly in product development and scientific service to the baking and other food industries throughout North and South America.

Dr. Rumsey retired from Florida State University after nearly nine years devoted to the establishing and directing of the degree program for the education and training of future baking industry executives. This was the first program of its kind to be established in a major university in the U.S. The program is sponsored and supported by the Southern Bakers Assn.

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GEORGE E. SWARBRECK

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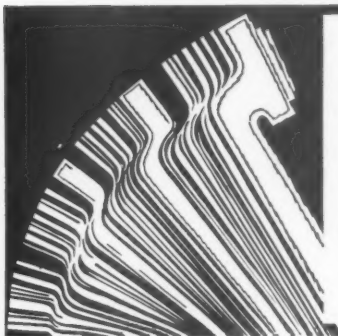
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Editorials

The Royal Order of Loyal Loafers

THE MILLING AND BAKING industries are well served by the various promotional programs which are designed to attract the eye of the public and to sell bread and baked foods to the consumer. The work of the professionals is actively supported by volunteers drawn from members of the two industries.

For instance, placement of the filmstrip "Your Daily Bread" by members of the Royal Order of Loyal Loafers in schools has hit the 50% mark, reports Head Loafer George N. Graf, Quality Bakers of America, Inc. The Bakers of America Program, which produced and distributed the film, reports a total of 14,528 strips placed at the end of the 1958-59 school year. Of these, 7,422 were placed directly by the Loafers. The supply ran out, such was the enthusiasm displayed, and another 5,000 had to be ordered. The aim is to cross the 25,000 mark in 1960—when funds allow a further re-order which won't be until after Jan. 1.

No. 1 on the Loafer honor list is Russell Askew, General Mills, Inc., Toledo. He placed 612 strips in Detroit, Toledo and at points throughout Michigan. No. 2 is Roy Parker, Standard

Brands, Inc., who placed 473 strips in public schools throughout Mississippi. No. 3 is Cliff Garrett, GMI, who placed 388 strips in San Francisco and Bay Area schools. There are many more Loafer stalwarts who did a fine job—but not enough to satisfy Head Loafer Graf who is needing for even greater activity in 1960.

Also worthy of mention is National Sandwich Month, that phenomenally successful creation of the Wheat Flour Institute. Executive director Howard Lampman reports that "Mighty Mr. Sandwich, King of Foods" was enthroned at a Coronation Lunch for the creator of the Grand Champion Sandwich of the year July 30 in the Roof Garden of the Hotel Pierre in New York.

And Mr. Lampman seems to have come up with something new in the way of a psychological approach in his efforts to get into the mouths of his customers. He states: "Since sandwiches lead a 'hand-to-mouth' existence . . . we have asked a distinguished psychologist and student of marketing, William Capitman, to explore for you some of the inner drives that make sandwiches so popular. Why, for example, do we prefer to eat with our hands, and yet deny this informality by seeking out gourmet dishes at the same time?"

The Cooperative System Moves In

ENTERPRISE AND INITIATIVE are major characteristics of the North American people. President Eisenhower will point to them proudly when Premier Khrushchev comes to call next fall. They are the foundation upon which the American brand of capitalism has been built.

Yet, part of the economy is represented by the cooperative system and no one will deny the progress which has come to agriculture through the dissemination of cooperative theories and their consequent putting into practice. The system is directly opposed to private enterprise in many respects, but the two have lived together in reasonable harmony up to now.

One of the best known cooperators in the U.S. and Canada is Jerry Voorhis of the Cooperative League. To many cooperators he is god-like and his words are as the words of an oracle. Some of the big business hating solons dwell on his every utterance. However, in his latest suggestion, set before a congressional committee, he is in danger of leading the people into the Red Sea without benefit of Cecil B. de Mille.

Mr. Voorhis told the House agriculture committee that the solution to the farm problem is for farmers to branch out into more "lucrative fields" of food processing, packaging and retailing. He says that farmers already market more than 25% of their output through cooperatives and they should move more into the cooperative field. He advocates expansion to enable farmers to buy and manufacture for themselves the supplies and services their operations require because this will not only reduce costs of production, but will add

to the income of agriculture some of the earnings of these related industries. He means industries like the flour, baking and feed industries.

How would all this be financed? Says Mr. Voorhis: "Loans at the lowest possible rate of interest ought to be made available to any cooperative willing to move towards greater economic strength along these lines."

Of course, when Mr. Voorhis talks of loans he undoubtedly means government loans. In other words, the taxpayer who is drawing his weekly paycheck from a private enterprise firm today will be asked to finance an organization the sole purpose of which will be to beat him in competition, aided by major tax advantages.

This is a problem meriting the attention of every member of the flour milling, baking and associated businesses.

Just how does this concern the operative in the mill and the bakery? "There'll still be jobs for us. Someone will have to produce," they may say.

True enough. But in the making is an insidious monopoly and under monopoly the wage-earner is at the mercy of the operators of the monopoly. Under private enterprise there is competition for men, the best of them receiving higher pay. Under the cooperative system, which is Socialism under another name, all men are equal and all wages are equal. There's very little premium paid for skill and brains. Those countries which have activated Socialism, with the cooperative movement providing strong political support, provide proof positive of this statement.

General Mills Announces Best Level For Sales, Earnings in Its History

MINNEAPOLIS—General Mills, Inc., has reported for the year ended May 31 the best sales and earnings in its history. Sales for the 1958-59 fiscal year totaled \$545,998,000, up more than \$16 million above last year, the previous record fiscal period. This year's annual report, recently issued, was the eighth consecutive report listing a new all-time sales record for the company. Earnings of \$16,817,000 for the fiscal year also represent a new high. The earnings figure is \$2,123,000 above the previous record year of 1957-58.

In a letter to stockholders and employees, Gerald S. Kennedy, board chairman, and Charles H. Bell, president, said:

"As was the case last year, the increase in earnings was at a greater rate than the increase in sales. We have upgraded our products. Research, new process installations, and searching market analysis have combined to win customer approval. A pattern of deliveries reflecting this confidence is becoming more apparent, year after year."

This means, they said, that the investment of previous years is now bearing fruit. And, they added, "the company is continuing its program of constant search for newer, better, and more convenient products for its customers at home and abroad."

Earnings Rise

Earnings for the 1958-59 fiscal year amounted to \$6.77 a share of common stock, as compared with \$5.94 the previous year. Dividends per share of common stock were continued during the year at \$3, and the regular \$5 was paid on preferred, the total amounting to \$7,999,000.

In their letter, Mr. Kennedy and Mr. Bell called attention to the board of directors' recommendation of a three-for-one common stock split to be voted on by stockholders at the annual meeting on Aug. 18.

The company's annual report listed a new high of \$22,628,000 in taxes

paid to local, state, and national governments in the 1958-59 year.

At the end of the fiscal year, the company had 13,560 employees. There was a record 14,560 stockholders.

Payments to employees for wages, salaries, and retirement benefits totaled \$81,604,000, more than \$3,463,000 above the previous record year of 1957-58.

Though a growing population of food consumers, expanded research, and a modest expansion of foreign operations were all listed as important factors in the good year, company employees were given an even greater measure of credit. "The loyalty and efforts of the people of General Mills constitute the company's greatest asset," Mr. Kennedy and Mr. Bell declared.

Management Changes

The most important management change during the year was the election of Gerald S. Kennedy to the position of chairman of the board on Jan. 1, 1959. Mr. Kennedy succeeded Harry A. Bullis, who retired after 40 years of service with GMI and its predecessor Washburn Crosby Co.

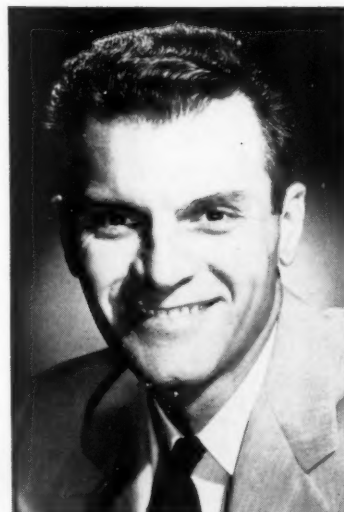
Edward O. Boyer, administrator of basic commodity activities, A. D. Hyde, administrator of mechanical and chemical activities, and A. Z. Kouri, administrator of consumer food activities, were appointed executive vice presidents of the company, continuing to head the three major areas of GMI operations. Before replacing Mr. Kennedy as head of basic commodity activities in 1958, Mr. Boyer, a veteran of 48 years with the company, had served as vice president and general manager of the company's Sperry Operations in the western U.S.

Five new vice presidents were also appointed during the year: John S. Gage, director of grain operations, William F. Mitchell, general manager of the chemical division, Burton W. Roberts, who succeeded Mr. Boyer as general manager of Sperry Operations, D. F. Wright, assistant to the president, and Gen. Edwin W. Raw-

(Turn to GENERAL MILLS, page 50)



R. Dale Weber III



J. P. Menichetti

Death of R. Dale Weber, Pioneer Baking Leader, Followed by Managerial Changes

LOS ANGELES—R. Dale Weber III has joined Weber Baking Co., which was founded by his late grandfather, R. Dale Weber, and will assume duties in the sales department under the direction of Joseph P. Menichetti, regional manager for the western division of Weber's parent firm, Interstate Bakeries Corp.

Recent Graduate

Mr. Weber III received his education in San Bernardino and San Diego, Cal., and was recently graduated from the University of Redlands with a bachelor of arts degree and a major sequence in business administration.

Mr. Menichetti's appointment as regional manager was announced by John R. Dow, Interstate president, simultaneously with the information of Mr. Weber joining the firm.

Mr. Menichetti has been with Interstate 16 years and has held positions as salesman, supervisor and plant manager of the Springfield, Ill., and Cincinnati, Ohio, bakeries. Prior to his recent appointment, he served as eastern division sales manager for three years, with offices in Kansas City, and as western division sales manager for the past three years.

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R. Dale Weber Dies

LOS ANGELES—R. Dale Weber, founder and president of Weber Baking Co. and a prominent member of the industry in which he served for more than 50 years, died recently in a Los Angeles hospital. Mr. Weber was 74, and had celebrated the 50th anniversary of the formation of his company little more than a year ago.

Among the contributions to the baking industry for which Mr. Weber and his firm have been recognized are the distinction of being the first to wrap bread commercially back in 1909 and one of the first to slice bread commercially in 1926.

From Iowa

Originally from Iowa, Mr. Weber and a brother, Roy, founded their baking firm in Los Angeles with a brick oven, a horse and a second-hand delivery wagon. The first bakery turned out 400 loaves of bread a day. Now Weber maintains bakeries in Glendale, Long Beach, Santa Ana, El

Centro, San Diego, Santa Barbara and Los Angeles, Cal., producing 135,000 loaves daily.

Mr. Weber is survived by his wife, Adah; three grandchildren and two great grandchildren.

—BREAD IS THE STAFF OF LIFE—

Gordon O. Fraser Appointed to AMF Vice Presidency

NEW YORK—Gordon O. Fraser, general manager of the export sales division of American Machine & Foundry Co.'s international group, has been appointed a divisional vice president of the group, it was announced by Morehead Patterson, AMF board chairman.

Mr. Fraser will continue as general manager. He joined AMF in May, 1958, after serving as assistant administrator of the U.S. Department of Agriculture's Foreign Agricultural Service. He became associated with USDA in 1956, administering the selling of \$4 billion worth of surplus farm products for foreign currencies to 35 countries abroad. He was also secretary of the International Wheat Council in London, of which the U.S. is a member, from 1952 to 1956. From 1950 to 1952 he was chief of the food and agriculture division of the U.S. High Commission to Germany.

From 1945 to 1949 Mr. Fraser was in charge in the Department of the Army of procurement and shipping of food and other supplies for the economic recovery of occupied areas, including Germany and Japan.

Mr. Fraser served in the armed services from 1941 to 1947, seeing combat service in Europe as an artillery officer with the 63rd Infantry Division. He was awarded the Bronze Star with two Oak Leaf Clusters and was discharged with the rank of Major. Mr. Fraser was graduated from Oregon State College in 1939 with a B.S. degree and received an M.S. degree from Purdue University.

BURRY EXPANSION

NEW YORK—George W. Burry, president of Burry Biscuit Corp., has announced that his company will enter the specialty cracker field.



CAPITOL BUILDING IN CAKE—Congressman Clarence Cannon was honored by Missouri government officials and political leaders recently at a special reception in Jefferson City. The Missouri Bakers Assn. participated in the event by presenting a large cake replica of the capitol to the man who has served many years in the House of Representatives. Special cakes were also presented to Missouri's Gov. James T. Blair, Jr., and to R. Ikherd, speaker of the Missouri House of Representatives. From left to right are Lieut. Gov. Ed Long; LeRoy Gillan, Gillan's Bakery, Moberly, Mo., vice president of the Missouri Bakers Assn.; Mr. Cannon; Herman Barton, Columbia (Mo.) Baking Co.; Gov. Blair; Warren Burke, Standard Brands, Inc., Kansas City; Speaker Ikherd; William McLain, McLain's Bakery, Kansas City, president of the Retail Bakers Association of Greater Kansas City; Sam Pasternak, Cake Box Bakers, Inc., Kansas City, MBA president, and David R. Newsam, Hammon Baking Co., Jefferson City, MBA board chairman.

BEMA Officers Reelected, 1961 Industry Exposition Planned at Annual Meeting

WHITE SULPHUR SPRINGS, W.VA.—Keith H. Redner, vice president, Battle Creek Packaging Machines, Inc., Battle Creek, Mich., was unanimously reelected president of the Bakery Equipment Manufacturers Assn. at the annual meeting held at the Greenbrier here.

Mr. Redner has long been active in the association's affairs, serving on many of its committees, including the 1955 joint American Bakers Assn. and BEMA exposition committee. He is now serving on the 1961 joint exposition committee. He is a member of the Athelstan Club, Battle Creek Country Club, former president of the Battle Creek Blood Bank, and is active in other community affairs.

T. F. Ronson, vice president of Fred D. Pfening Co., Columbus, Ohio, was unanimously reelected vice president. He is chairman of the membership committee and will continue in this capacity. He is also a member of the joint 1961 Baking Industry Exposition Committee. Mr. Ronson is a member of the Scioto Country Club, Rotary, and past chairman of the board of First Community Church.

Richard C. Storey, vice president of American Machine & Foundry Co., New York, was reelected to serve a full term on the board of directors.

Two new directors were elected. They are Ernest J. Roth, Joe Lowe Corp., New York, who will also continue to serve as chairman of the association's public relations committee, and Thomas F. Spooner, Baker Process Co., Belleville, N.J., who also will continue to serve as chairman of the foreign trade committee. The association's annual meeting was conducted in three business sessions, with meetings of the board of directors and various activity committees.

The management problems seminar under direction of Edward H. Leedy, Lockwood Manufacturing Co., Cincinnati, featured a discussion on field installation and service problems. Guest speaker was Robert A. Winblad, manager, Cimastra Division, Cincinnati Milling and Grinding Machines, Inc.

1961 Exposition

The 1961 Baking Industry Exposition, which will be held in Atlantic City, Oct. 7-12, 1961 under co-sponsorship of ABA and BEMA, was discussed at length. J. U. Lemmon, Jr., DCA Food Industries, Inc., New York, chairman of BEMA's convention and exhibitions committee and vice chairman of the industry exposition committee, reported plans and developments to date. Karl E. Baur, chairman of the expositions committee, and Harold Fiedler, secretary-treasurer, who is also secretary of ABA, participated in the question and answer period, emphasizing that the forthcoming exposition is expected to be the largest ever held by the baking industry.

Official announcements and general release of the exposition prospectus, floor plans and space application forms are expected shortly after the first of the year.

It was pointed out that this will be considerably ahead of the release of similar material in previous expositions, providing ample time for all companies serving the baking industry

to plan carefully their respective exhibits and secure adequate space. This will all be handled through the office of the expositions committee secretary. Potential exhibitors other than members of BEMA should contact Mr. Fiedler directly, c/o American Bakers Assn., 20 North Wacker Drive, Chicago 6, Ill.

The association's policies on expositions of machinery and equipment and on advertising, contributions and donations originally published July 2, 1948, and Jan. 1, 1953, respectively, were revised and unanimously adopted as revised.

New Members

During the past year, two new member companies were added to the association's rolls. They are Belshaw Brothers, Inc., Seattle, and Nestaway, Inc., Cleveland. These companies were represented at the meeting and welcomed.

Carl W. Steinhauer, Union Steel Products Co., Albion, Mich., chairman, technical committee of engineers, who is also a member of the board of directors of the Baking Industry Sanitation Standards Committee, reported on the progressive work of that organization and the active participation on the part of BEMA members. Since the organization of BISSC in 1955, 16 standards on various categories of bakery equipment have been carefully developed, approved and published, and a standard for pan greasers has been given preliminary approval and is expected to be ready for publication in the early fall, he reported.

Hans H. Hennecke, Baker Perkins, Inc., Saginaw, Mich., a member of the committee and the BISSC board since its inception, submitted his resignation in view of a change in work assignment. This was accepted with regret and a resolution of appreciation and commendation for his service to the industry adopted. Mr. Redner announced the appointment of John St. John of Baker Perkins, Inc., to succeed Mr. Hennecke.

E. Archer Turner, Baker Perkins, Inc., chairman of the trade relations committee, reported on completion of the association's consolidated research questionnaire. Copies were distributed and discussed. Mr. Turner also advised that a new BEMA products guide listing members and the products they manufacture for the baking industry would be released at the time of the 1961 Baking Industry Exposition. He stated that copies of the new guide would be made available without charge to all in attendance at the exposition, plus dissemination nationally and internationally.

T. F. Spooner, Baker Process Co., Belleville, N.J., foreign trade committee chairman, reported on the association work relating to foreign trade and advised of several opportunities recently brought to the association's attention.

Edward J. Lauterbur, Hobart Manufacturing Co., Troy, Ohio, resolutions committee chairman, submitted resolutions of appreciation and commendation for the very fine services rendered to the association and in furtherance of the best interest of the baking industry by James R. Fay, Champion Machinery Co., Joliet, Ill., and Robert A. Miller, J. H. Day Co.,



Keith H. Redner

Cincinnati, who have completed two terms as members of the board of directors.

Mr. Redner expressed gratification at the large attendance, extending a particular welcome to those attending for the first time, to guests of honor, and representatives of the trade press.

"One purpose, and probably the most important one of any association, is bringing together the principal executives of member companies so that they may know one another better," said Mr. Redner. "By knowing one another and having a better understanding, a feeling of confidence and cooperative spirit is created. Mutual problems can be discussed candidly and industry matters realistically resolved in the best interest of the entire industry," he concluded.

—BREAD IS THE STAFF OF LIFE—

SUGAR QUOTA EXHAUSTED

NEW YORK—The Cuban direct consumption sugar quota was exhausted as of July 16, according to reports received by B. W. Dyer & Co., sugar economist and broker. This is the earliest date that certifications have ceased in the postwar period. Since 1947, the lowest Cuban direct consumption quota balance at the end of July was 34,416 short tons, raw value. The U.S. Department of Agriculture announced on July 14 that certification would be required on Cuban direct consumption sugar as of the close of business July 16, because 80% of the quota had been filled. This is a routine government procedure. Since that time, however, there has been a rush to obtain certification to be sure each Cuban seller gets his sugars in the U.S.

ABA Announces Theme to Guide 1959 Convention

CHICAGO — "Progress Through Knowledge!"

The American Bakers Assn. has adopted this slogan for its 1959 convention to be held in the Hotel Sherman, Chicago, Oct. 17-21.

The convention theme was announced by Russell E. Duvernoy, Duvernoy & Sons, Inc., New York, ABA vice president and general chairman of the convention committee.

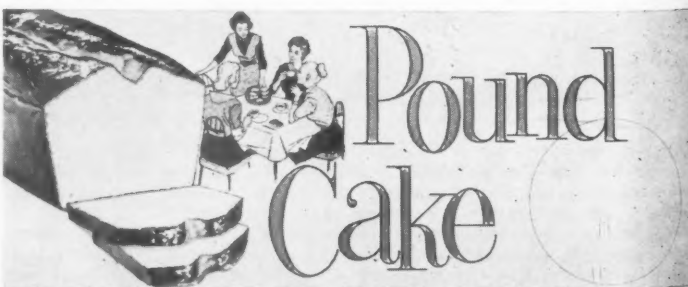
"Development of the convention program is well underway," Mr. Duvernoy said, "and the entire agenda will be completed within the next few weeks. The various branch sessions and general meetings will present discussions and capsule short courses on training, sales, marketing, quality and management. The 'Progress Through Knowledge' theme of our meeting can and should help every baker attending the convention."

Programs at the general sessions and the branch meetings are being designed to help every member and the entire industry to continue an upward climb in tonnage, according to William M. Clemens, Trausch Baking Co., Dubuque, Iowa, ABA chairman.

Recent Trend

"Recent trend indices in the industry are improved over 1958 reports," Mr. Clemens said. "There will be much material presented at the ABA convention to help bakers continue this better tone. It is the sincere hope of all our officers, and of the board of governors that every baker will plan to be in Chicago for the convention. The baker must be on hand to take advantage of all the material in the convention sessions and to trade information with his fellow bakers."

Branch chairmen who are preparing convention programs are: Wholesale bread: Lloyd D. Feuchtenberger, Jr., Betsy Ross Bakeries, Inc., Bluefield, W. Va.; wholesale cake: Richard Levy, Kingston Cake Co., Kingston, Pa.; wholesale pie: N. P. Strenghis, Rainbow Pie Co., St. Paul; home service: George E. Hall, Capital Bakers, Inc., Chambersburg, Pa.; multiple-unit-retail: Sidney Silber, Silber's Bakery, Inc., Baltimore; retail: Hellmut W. Stolle, Stolle's Bakery & Delicatessen, Chicago, and young bakery executives: Ernest B. Hueter, Interstate Bakeries Corp., Los Angeles.



POUND CAKE STREAMER—International Milling Co. has released its latest item in a series of full color bakery display streamers. This pound cake streamer is 22 in. in length and over 8 in. in depth. With a price area to be used for stimulating sales, it is equally adaptable for use on bakery walls, windows and counters. Streamers are free simply by requesting them from International representatives.



Laura B. Hale
Sandwich Queen



William H. Johnston
Second Prize



Pauline Dale
Third Prize

80-Year-Old Woman 1959 Sandwich Queen

NEW YORK—A career working girl 80 years old, Miss Laura B. Hale of Tulsa, Okla., July 30 was named Sandwich Queen, creator of the Grand Champion Sandwich of 1959. Coronation ceremonies for Miss Hale were staged at a food editors' luncheon in the Hotel Pierre to honor the top three cash prize winners in the fourth annual National Sandwich Idea contest. The octogenarian cashier-checker at the YMCA cafeteria in Tulsa won a two-week, all-expense gourmet tour of Europe's finest eating places for two persons plus \$500 in spending money for her three-decker sandwich.

Miss Hale's "All-American" sandwich, featuring a combination of avocado, sour cream, ham, eggs, cream cheese and chives, was chosen number one sandwich for the year from among more than 800 entries submitted by restaurant people across the nation.

The royal court for the Sandwich Queen included two runner-up prize winners. William H. Johnston of Salem, Ore., took second place and \$1,000 with his "Round Dog" recipe; Mrs. Pauline Dale of Mt. Vernon, Wash., placed third and received \$500 with a recipe for "Open-Face Crab Supreme." Each of the top three winners was flown to New York on an all-expense paid trip for the coronation.

The contest is sponsored annually by the National Restaurant Assn. and the Wheat Flour Institute, Chicago, in a search for new ideas in sandwich cookery and preparation. Recipes for the "20 Best Sandwiches of the Year" resulting from the contest are made available to homemakers through bakery and food chain organizations.

Psychology of Eating

The luncheon featured a speech by Paul A. Fine, executive vice president of the Center for Research in Marketing, New York. Mr. Fine discussed the psychology of eating and pictured bread as a symbol of love, care and social purpose.

Mr. Fine stated that the present method of packaging, marketing and advertising of products such as bread fails to do justice to their real, human function. "When you emphasize nutrition, you are sawing off the limb on which you sit. The question is whether bread is going to be promoted as a sort of big, nutritional pill, or as a symbol of deeper human meaning," Mr. Fine said. Even finger

foods, he continued, are sold as "fun" snacks, with no hint of the more solid kind of social concerns which stem, for example, from an image of thoughtful preparation.

Mr. Fine cautioned that this is not to advocate a primacy of irrational social values over the logic of good nutrition, but that proper nutrition, important as it is, must be advocated and eventually understood as part of the broad phenomenon of human purpose.

Concept Attacked

Attacking the whole concept that the aim of human activity is "survival," Mr. Fine said that this kind of thinking leads to a cold, sterile and terrifying kind of inhumanity, and to advertising and sales techniques which fail to convince the consumer. Eating, he claimed, is a moral and emotional act, and not a rational, biological one. Bread, Mr. Fine added, symbolizes the human values that people attach to eating.

Showing how the role of bread has shifted in modern times, Mr. Fine recalled that: "In old-fashioned homes, the eating of bread with meals was very much a moral issue. It was considered the height of self-indulgence then to eat meat without bread. Linking bread with obedience and self-discipline, father would say, 'Mind your mother, sit up straight, and eat some bread with your meat.' Bread was 'good for you' in those days. What father actually meant," said Mr. Fine, "was that along with the more rare and refined, the more sensuous and delightful, the more psychologically pleasing—there must be some down-to-earth, ordinary and solid virtues in eating as in everything else."

But to this past generation, the sandwich, composed basically of bread, was considered quite improper as a decent meal. Only when there was an occasion designed frankly for fun and indulgence, like a picnic or a party, could one eat a sandwich.

Explanation Given

The shifting meaning that bread has had, so that in one era it symbolized virtue and morality, and in another, self-indulgence, was given one possible explanation by the psychologist. This was that eating, to be proper, must always take place within a framework of rules, regulations and formality, and that since we eat sandwiches with our fingers, this is a symbol of relaxation of formality which society only permits on special occasions. Mr. Fine explained that there

is some truth here, as eating always takes place in a framework of ritualized social rules. Eating is not an individualized act and eating with our fingers, like snatching food when we are little, is a symbol of relaxation of social ritual.

But bread does not quite fit into this general explanation, Mr. Fine pointed out, because of all foods, bread is the only one always borne to the mouth directly with one's fingers. Bread then always provides a basic note of informality in the most formal meal setting, and it can get away with this because it so strongly symbolizes homely virtue.

Mr. Fine pointed out that while bread is the one finger food in a formal setting, other wonderful foods—apples, oranges, nuts and many vegetables, delicious in their own right—are never served in the U.S. as part of a proper meal unless they are prepared. This is because without preparation, they are not proper foods for meals because they imply a lack of care or love. Bread, on the other hand, does symbolize love, care and social purpose in its preparation.

A tentative travel schedule has been set up for Miss Hale's trip to Europe as an ambassador of fine American food. She said her boss, Mrs. Sarah V. Dyer Burns, food director of the Tulsa YWCA, will accompany her on the two-week junket.

Miss Hale will leave Tulsa about mid-September for New York and thence on Scandinavian Airline System to Copenhagen. The world famous Oskar Davidsen's restaurant there will be her host. Rome, Brussels, Paris, Cologne and London are on her schedule. She will be a guest of honor at the food trade fair in Cologne on "American Day."

At 80, Miss Hale still works a five-day week. Born in 1879 in Vernon County, Mo., she taught school at various times in Oklahoma Indian territory, worked in the territorial government, was employed by two newspapers, served a stockmen's association as a traveling secretary and homesteaded her own farm. Known as "Aunt Laura" to the women of the Tulsa "Y", Miss Hale was led to enter the sandwich contest by a lifelong interest in recipes and food.

Second Place Entry

Mr. Johnston's second place "Round Dog" was developed in his drive-in restaurant when he decided something should be "done" about a different kind of hot dog. He came up with

(Turn to SANDWICH QUEEN, page 50)

Miller-Baker Committee Has Session

MINNEAPOLIS—A meeting of the miller-baker relations committee was held recently in Minneapolis. C. L. Mast, Jr., executive vice president, and John Sherlock, secretary-treasurer, represented the Millers National Federation at the gathering.

Bakers attending were F. B. Evers, Sr., American Bread Co., Nashville, chairman; Carl R. Bergquist, Zinsmaster Baking Co., Minneapolis; L. E. Caster, Rockford Colonial Baking Co., Rockford, Ill.; Graham McGuire, Lakeland Bakeries, Inc., St. Cloud, Minn.; Fred W. Pfizenmayer, Continental Baking Co., Rye, N.Y.; Charles J. Regan, Interstate Bakeries Corp., Chicago; Joseph M. Tombers, American Bakeries Co., St. Paul; Richard A. West, West Baking Co., Indianapolis; C. A. Naffziger, Association of American Railroads, and E. E. Kelley, American Bakers Assn.

Millers at the meeting were G. S. Kennedy, General Mills, Inc., Minneapolis, chairman; W. H. Bowman, Acme-Evans Co., Indianapolis; Ellis D. English, Commander-Larabee Milling Co., Minneapolis; George Pillsbury, the Pillsbury Co., Minneapolis; J. A. Mactier, Nebraska Consolidated Mills Co., Omaha; John Tatam, International Milling Co., Minneapolis; and G. Cullen Thomas, General Mills, Inc., Minneapolis.

—BREAD IS THE STAFF OF LIFE—

Continental Baking Will Build Plant Near Minneapolis

MINNEAPOLIS—Continental Baking Co. has announced plans to start construction of a million dollar plant next spring in the suburb of Golden Valley just west of Minneapolis. The plant will be located on a 25-acre tract and will consist of a one-story, modern installation for baking, distribution and office facilities.

Continental now operates from a three-story building near downtown Minneapolis. The company has no immediate plans for the old building, although it may be taken up by freeway route expansion or by the Minneapolis auditorium nearby.

Although the purchase price of the Golden Valley tract was not disclosed, it was understood to be approximately \$250,000.

—BREAD IS THE STAFF OF LIFE—

Safeway Stores, Inc., Announces Promotions

KANSAS CITY—Two promotions have been announced by Safeway Stores, Inc. Elmo E. Nowotny has been named eastern district manager of the bakery division. He will be in charge of all Safeway bread and cake plants east of the Rocky Mountains. He previously was plant manager of the bread and cake plant in Omaha.

L. E. Taylor has been appointed national production manager of the bread and cake department of the bakery division. For the last 16 years he has been eastern district manager of the bakery division. Mr. Taylor will move to San Jose, Cal., next month.

Flour Market

August Opens with Heavy Bookings

By KENNETH WAKERSHAUSER
American Baker News Editor

THE heaviest hard winter wheat flour bookings of the crop year to date broke out late Aug. 3, gaining momentum the following day as most independent and major chain bakeries began to extend their contracts through November and some close to the first of 1960. There was good reason to believe that the total volume might bulk as high as 11 million cwt., which would bring accumulated holdings of hard wheat baker's flour to a point between 16 and 17 million cwt. for the crop year to date.

Initial purchases of hard wheat flour were made around July 20, with the volume at that time no more than 4 million cwt., leading to a widespread belief that prices approximately 15¢ above the previous crop year would hold down bookings to a short-term basis. However, one of the largest baking firms in the country, an eastern firm, came into the market July 31 and took close to 1 million cwt. This apparently set the pattern for other firms to follow, and inquiries from bakers picked up in intensity when the new week opened Aug. 3. Late in the day, with the price generally at \$4.80 cwt. for intermediate patent Kansas flour, buying broke out.

Market Picture Takes Shape

The over-all situation for the next few months, and possibly for the entire 1959-60 crop year, has become more clear the past 30 days so far as effective factors are concerned. Most of these factors suggest steady—and possibly higher—flour and wheat prices. Even if prices remain steady, this means higher levels than a year ago, as many bakers have already learned. Some of the major factors in the picture are:

- A vast amount of new storage space for wheat in the Southwest, and greater control by growers.
- Negligible recent advances in low millfeed price levels, and a bearish outlook for the months ahead.
- A steadily deteriorating spring wheat crop situation due to drought.
- Record wheat stocks as of July 1, but with the bulk of the carryover (over 90%) in the hands of Commodity Credit Corp.

The first factor, expanded Southwest storage space, is causing market analysts to forecast an increasing amount of grower control over just "when" and "where" his supplies of wheat will be sold, thereby controlling the price. Participation in the government loan so far this crop year has been relatively light, yet new crop offerings also have been sufficiently light, keeping Southwest prices strong. The most logical destination for new wheat, then, appears to be private storage.

The results of new crop tightness have been to push "free" market wheat prices in the Southwest to a point several cents over government loan. This is in contrast with last year, when the loan value was higher. In effect, this makes of the loan price a floor below which prices cannot go, instead of a ceiling above which they are not able to rise, as

in previous years. This, in a large measure, accounts for the higher flour prices which bakers now are paying.

Millfeed Prices At Low Levels

Millfeed prices remained at fairly low levels throughout July and flour mills were required to establish their new crop flour prices without the compensating factor of increased millfeed returns. The outlook for feed grains other than wheat millfeeds for the coming year is good. With such competition, mills, of course, will be reluctant to lower flour prices, and millfeed prices may not reach the high levels of last fall.

Dryness Dominates Spring Crop Outlook

The spring wheat crop, for which harvesting is now getting under way, definitely looms as a bullish price factor. First, it was fairly well established by June 1 that the turnout, at best, would be 15% below a year ago, and about 8% below normal. This led the U.S. Department of Agriculture to forecast a crop of 240-242 million bushels on June 1. But needed rainfall failed to materialize, and the most authoritative private reports lowered the outlook as of July 1 to 208,918,000 bu. Now, as of Aug. 1, it appears too late for rainfall—presuming it helps even a small remaining portion of the crop—to recoup the losses due to drought. The next USDA report is expected to revise its spring wheat figures sharply downward. Contrast the spring crop figures currently being predicted against production of 282,294,000 bu. a year ago and the final turnout can be little more than bullish for wheat and flour prices.

Wheat futures representing the new spring crop rose more than 3¢ during July, testifying to the concern over the amount of wheat expected to be available. Steady declines in cash wheat premiums and prices for springs the past two to three weeks are a customary forerunner of the

harvest. Also, they represent a natural adjustment of spring prices from the high levels which have existed for some weeks to a position more in line with Southwest prices, rather than any contradiction of the bullish new crop outlook. Flour mill representatives have been expecting springs to come down. On the other hand, they expect these prices to stabilize at levels sufficiently above a year ago to compensate for increased wheat costs.

Carryover Wheat Sets New Record

Although the July 1 carryover of all wheat at 1.27 billion bushels is an all-time high, more than 90% of the total is in Commodity Credit Corp. storage. This somewhat nullifies the fact that the carryover is more than 40% above a year ago and over 23% greater than the previous all-time high reached in 1955.

Wheat Supplies Remain Heavy

Despite the apparent strength of wheat and flour prices and the possibility of continued firmness, it is well to look at the over-all supply situation, which continues to loom over the entire picture with considerable bearish potential.

Even with the sharp reductions in predicted outlook a month ago, and all wheat for 1959-60 at no more than 1.122 million bushels, another 400 million bushels could be whittled from the total and still leave enough from the current year's crop to take care of domestic needs for the coming year—food, feed and seed for next year's planting. This, too, is without mention of the carryover from previous crops already mentioned.

—BREAD IS THE STAFF OF LIFE—

NEW GLACO PLANT

CHICAGO—Plans for the construction of a modern bakery pan cleaning, straightening and glazing plant in Chattanooga, Tenn., have been announced by H. W. Gillespie, president of the National Glaco Chemical Corp.

... At This Time Last Year ...

FLOUR

Bakery flour buyers were active during July as hard and soft winter new crop wheat became available. The pattern of their purchases, however, was cautious and almost wholly on a short term basis. Total bookings of new flour probably reached 12 million cwt., or somewhat less than half the amount taken during the peak buying periods of previous years. As August opened, a fairly large segment of the trade had made some purchases of flour, generally 120 days to six months' supply for users of soft types. Buyers of hard wheat flour were generally covered through August, a few into September, and a very few for 120 days.

PRICES

The steady drain of hard winter wheat into the price support program kept the Southwest cash market basis bullish throughout July. Rain, the delay in harvesting, a wide gap between cash prices and loan levels, and the lack of high protein types pushed cash prices at Kansas City 10 to 13¢ higher on Aug. 1 than they were one month earlier. Flour prices for hard winter types ended the month 5¢ up from early July.



THE NEW YORK STOCK EXCHANGE

Quotations on baking, milling and allied stocks listed on the New York Stock Exchange:

	July 24, 1959	July 31, 1959
Am. Bakeries Co.	48	47 1/2
Borden	86	70 1/4
Conf. Baking Co.	55 1/2	44 1/4
Pfd. \$5.50	10 1/2	10 1/2
Corn Pro. Ref. Co.	57 1/2	52
Crown Zellerbach Corp.	60 1/2	50 1/4
Pfd. \$4.20	98 1/4	90 1/4
Dow Chemical	92 1/2	74 1/4
Gen. Baking Co.	14 1/4	12 1/4
Pfd. \$8	153	138
Gen. Foods Corp.	98	74 1/4
Gen. Mills, Inc.	120 1/2	88 1/2
Pfd. 5%	114	104
Merck & Co.	91 3/4	67
Monsanto Chem. Co.	56 1/4	38 1/2
Natl. Biscuit Co.	56	49 1/2
Pfd. \$7	151	151
Pfizer, Chas.	43 1/2	36
Pillsbury Co.	49 1/4	41 1/4
Pfd. \$4	92	92
Procter & Gamble	89 1/2	73 1/4
St. Regis Paper Co.	54 1/2	42 1/2
Pfd. \$4.40	93 1/2	93 1/2
Stand. Brands, Inc.	69 1/4	61 1/2
Sterling Drug	59 3/4	43
Sunshine Bisc., Inc.	100	100
Un. Bisc. of Am.	30 1/2	22 1/2
Victor Chem. Works	42 1/2	28 1/2
Ward Baking Co.	16 3/4	12 1/2
West Virginia Pulp & Paper Co.	50 1/2	42
Pfd.	101	96

	Bid	Asked
Corn Prod. Ref. Co., \$7 Pfd.	86 1/2	88
Merck & Co., \$3.50 Pfd.	75	80
National Biscuit Co., \$7 Pfd.	149	151
Pfizer, Chas., Pfd.	95 1/4	96
Pillsbury Co., \$4 Pfd.	91	92 1/2
St. Regis Paper Co., \$4.40 Pfd.	93 1/2	95 1/2
Sunshine Biscuits, Inc.	100	100 1/2
Un. Bisc. of Am., \$4.50 Pfd.	91 1/2	92 1/2
Victor Chem. Works, \$3.50 Pfd.	78	80
Ward Baking Co., \$5.50 Pfd.	89	90

THE AMERICAN STOCK EXCHANGE

Quotations on baking, milling and allied stocks listed on the American Stock Exchange:

	July 24, 1959	July 31, 1959
Burby Biscuit Corp.	10 1/4	6 3/4
Horn & Hardart Corp. of N.Y.	38 1/4	34
Wagner Baking Co.	5 1/4	2 1/2
Pfd.	77	77
Wagner Baking Co., Pfd.	77	88

CANADIAN STOCKS

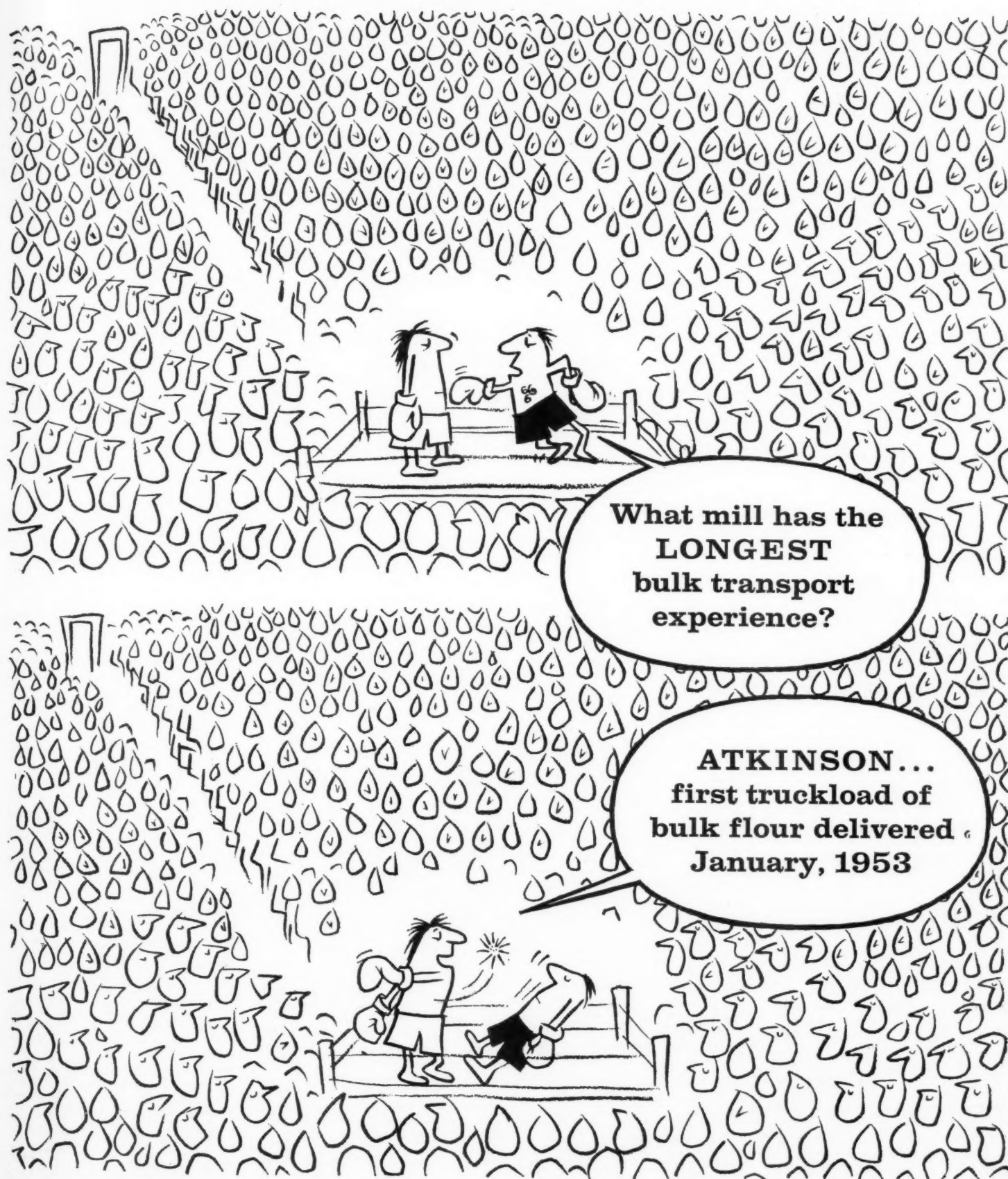
	July 17, 1959	July 24, 1959
Canada Bread	5.50	4.25
Pfd. B	56	55
Can. Bakeries	8 1/2	6
Can. Food Prod.	5.00	2.50
A	9	7
Catell Food, A	42	41 1/4
B	44	40
Cons. Bakeries	10 1/4	8 1/2
Gen. Bakeries	10.50	7.00
Int. Mfg., Pfd.	70	67
Lake of the Woods, Pfd.	125	120
Maple Leaf Mfg.	19 1/2	12 1/4
Pfd.	97 1/2	92
Ogilvie Flour	53 1/2	40
Pfd.	145	132
Std. Brands	63 1/2	63 1/2
Weston, G., A.	44 1/2	34
4 1/2% Pfd.	95	87

*Less than board lot.

—BREAD IS THE STAFF OF LIFE—

KARL A. CHARLES DIES

CHICAGO—Karl A. Charles, 68, well-known Midwest baking sales representative of the Joe Lowe Corp., died in Chicago recently of a heart ailment after a brief illness. Mr. Charles had been with the firm for over 30 years and played an integral part in the growth of the baking division of the corporation. He is survived by his wife, 3 daughters and grandchildren.



What mill has the
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bulk transport
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ATKINSON...
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Every baker wants uniform flour...Atkinson delivers it!

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ATKINSON MILLING COMPANY MINNEAPOLIS



DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 50 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. Frozen egg yolks contain 25% fat.
2. Bread should be proofed in a humidity of 80% to 85%.
3. The average 9 in., two-crust pie will require about 7 oz. dough.
4. It is not necessary to use moisture retaining agents in the modern high sugar moisture cakes.
5. Water that is quite heavily chlorinated during the summer months retards the fermentation of yeast-raised doughs.
6. To decrease the tendency for streusel coffee cakes to be hollow or low in the center after baking, they should be made from a softer dough.
7. A bushel of good wheat weighing 60 lb. should produce about 42 lb. white flour.
8. Whole milk powder contains about 50% lactose (milk sugar), while non-fat milk powder contains 38% lactose.
9. Marshmallow is sometimes added to meringue for pie topping to improve it.
10. If one boiled icing formula calls for 1 qt. water with 6 lb. sugar boiled to 242° F. and another for $\frac{3}{4}$ qt. water and 6 lb. sugar boiled to 242° F., both icings should be identical.
11. To clean easily, angel food pans should be soaked in hot water for some time before they are cleaned.
12. In molasses and chocolate cakes, soda is used both as a leavening agent and to improve the crumb color.
13. Egg whites contain 86% to 87% moisture.
14. When an excess of diastatic malt is used in a bread dough, the dough will become stiff and tough during the fermentation period, making it very difficult to handle through the makeup equipment.
15. To neutralize one ounce of soda, it is necessary to use 4 oz. cream of tartar.
16. Lemon pie filling, when placed in large containers to cool after being cooked, will turn watery and runny if not stirred and cooled rapidly.
17. The easiest way to improve the appearance of ginger snaps is to wash with water before placing them in the oven.
18. To produce a nicer appearing ice-box cookie, some bakers will use puff paste margarine in the formula.
19. Angel food pans are dampened with water, before the batter is deposited in them, to obtain a lighter crust color.
20. On an average, 20% sugar is obtained from sugar beets.

Technical Reference Book Published By Pillsbury

MINNEAPOLIS—A major effort in the field of technical reference books has been completed with the publication of "Conversion Factors and Technical Data for the Food Industry." Co-authored by C. G. Harrel and R. J. Thelen of the Pillsbury Co., the sixth edition of this all-encompassing work has grown to 1,426 pages. Mr. Thelen is technical director of Pillsbury's bakery mix division; Mr. Harrel recently retired as director of new product ideas after 30 years of distinguished service in research areas of the food processing industry.

In the book's foreword, George Pillsbury, vice president of the firm's bakery products division, writes: "The book is unique in the food field. Nowhere is data on so vast a range of subjects available between one set of covers."

The new edition contains such data as conversion factors, measurement equivalents and composition of foods, in addition to subject matter of a general nature such as definitions and standards of identity for foods and ingredients and plant location factors.

The book, while dealing in great detail with the milling and baking fields, also is designed to be a vital aid to those engaged in all types of food processing. The volume is priced at \$20.

Technologists Develop 'Instant' Bread Mix

BERKELEY, CAL.—The food technology department of the University of California has developed an "instant" bread mix for the U.S. Army Quartermaster Corps which reduces the four-hour preparation time from package to table down to 35 minutes. Primary use of the new product is as field rations for troops. A mobile unit now being manufactured by a commercial firm automatically mixes and bakes the bread for armed forces in the field.

Samples of the instant bread were given favorable ratings by consumer taste panels, according to Clinton O. Chichester, assistant professor of food technology, and Miss Marion Simone, head of the food acceptance laboratory at the university. Prof. Chichester said the instant bread also makes dinner and cinnamon rolls.

—BREAD IS THE STAFF OF LIFE—

Kroger Sales Rise

CINCINNATI—Sales of the Kroger Co. for the seventh four-week period ended July 11 totaled \$144,057,028, an increase of 10% over sales of \$130,535,426 for the corresponding four-week period a year ago. Cumulative sales for the first seven periods of 1959 totaled \$1,012,248,236, a 7% increase over sales of \$947,981,206 for the same seven periods in 1958. Average number of Kroger stores in operation during the period was 1,397, compared with 1,390 during the 1958 seventh period.

Pillsbury Reports Record Fiscal Year as Sales, Earnings Climb

MINNEAPOLIS—Its second consecutive record financial year has been reported by the Pillsbury Co. Net sales of \$359,657,894 and earnings after taxes of \$7,913,045 for fiscal year ended May 31, 1959, have been announced by the company in its annual report to stockholders. Earnings equalled \$3.80 a share of common stock, a 40% increase over \$2.90 a share last year. Net sales increased 2.5%, up \$9,047,456 from the previous year.

"Our increased earnings," Philip W. Pillsbury, chairman of the board, and Paul S. Gerot, president, said in their message to stockholders, "resulted from several favorable factors: new products, increased unit deliveries, better utilization of our resources, from capital expenditures for modernization and expansion made in recent years, and unusually favorable markets throughout the industry for sale of milling byproducts."

"Unit deliveries were up in all areas. However, lower flour selling prices during the year, which resulted from lower wheat costs, and lower prices for certain consumer products reduced our gain in dollar sales."

Several steps affected the company's common stock during the fiscal year, Mr. Pillsbury and Mr. Gerot said.

● On Aug. 18, 1958, the company publicly sold 100,000 shares of common stock previously authorized by stockholders. The sale provided \$5,555,000 in additional capital.

● On March 30, 1959, stockholders approved a proposal by the directors calling for a two for one split of the 1,044,285 shares of common stock outstanding.

● The board of directors voted to increase the dividend on the common stock to an annual rate of \$1.40 a share from \$1.25 (adjusted for the stock split), effective with the June 1, 1959, quarterly dividend payment. This represented the 128th consecutive quarterly dividend on the common stock, or 32 years of uninterrupted dividend payments.

With the additional stock sold and the two for one stock split, the number of Pillsbury common stockholders increased during the year from 12,076 to 13,260.

Personnel Progress

At the annual meeting in September, four new directors were elected to the board: J. Cameron Thomson, retired board chairman of the Northwest Bancorporation; John S. Pillsbury, Jr., president, Northwestern National Life Insurance Co.; and two company vice presidents, James L. Rankin and John P. Snyder, Jr.

On May 1, J. Irl Beatty, vice president and financial officer, retired after 33 years of service. Terrance Hanold, treasurer, has been appointed principal financial officer.

"Our manpower development program, a continuing effort over the past several years, produced tangible evidence of success last year with our moves to divisionalize and decentralize company operations. Today our organization is vastly different than it was even a year ago, with many people assuming added responsibilities previously held by those in higher management levels," Mr. Pillsbury and Mr. Gerot said.

"Under our program to find new ways to do things better, our people

have applied their imagination and resourcefulness with excellent results. The number of projects completed under this program last year made a substantial contribution to earnings. Each year the list of projects initiated in all company areas and the amount of money these projects represent grows. Clearly our people are our greatest resource."

Food Industry Trends

The company was affected by various trends and factors which also affected other companies in the industry, Mr. Pillsbury and Mr. Gerot continued. Growing populations—not only in the United States, but all over the world—are the biggest power behind the food industry today, closely followed by rising living standards and larger disposable incomes, they said.

The total market for baking mixes as well as for all convenience-type foods continues to grow. This affects products used in the home and those used commercially by bakeries, hotels and restaurants, Mr. Pillsbury and Mr. Gerot explained.

"It is expected that there will be ample supplies available during the coming year of the important agricultural commodities used by our industry. During the past year, declining food prices have been the dominant factor in stabilizing the government's consumer price index. Projected record supplies of agricultural commodities should have a continuing favorable effect on food prices."

"Another factor, affecting our sales to restaurants, is the growing American habit of eating away from home. Here we showed a very favorable sales gain. Our existing sales and distribution channels provided us with an excellent opportunity to add potato flakes and other non-flour-based products to our lines."

"Technological progress—providing better products, better processes and lower product costs—has been particularly rapid in the food industry in recent years. Flour produced by our turbo process has been recognized as a superior product, contributing desirable new properties to bakery goods. Bulk handling techniques have improved our processes. To continue the progress we have made, we again increased our expenditure for research and development."

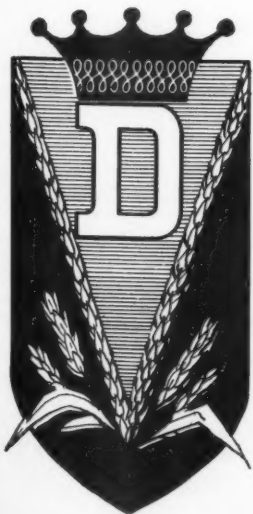
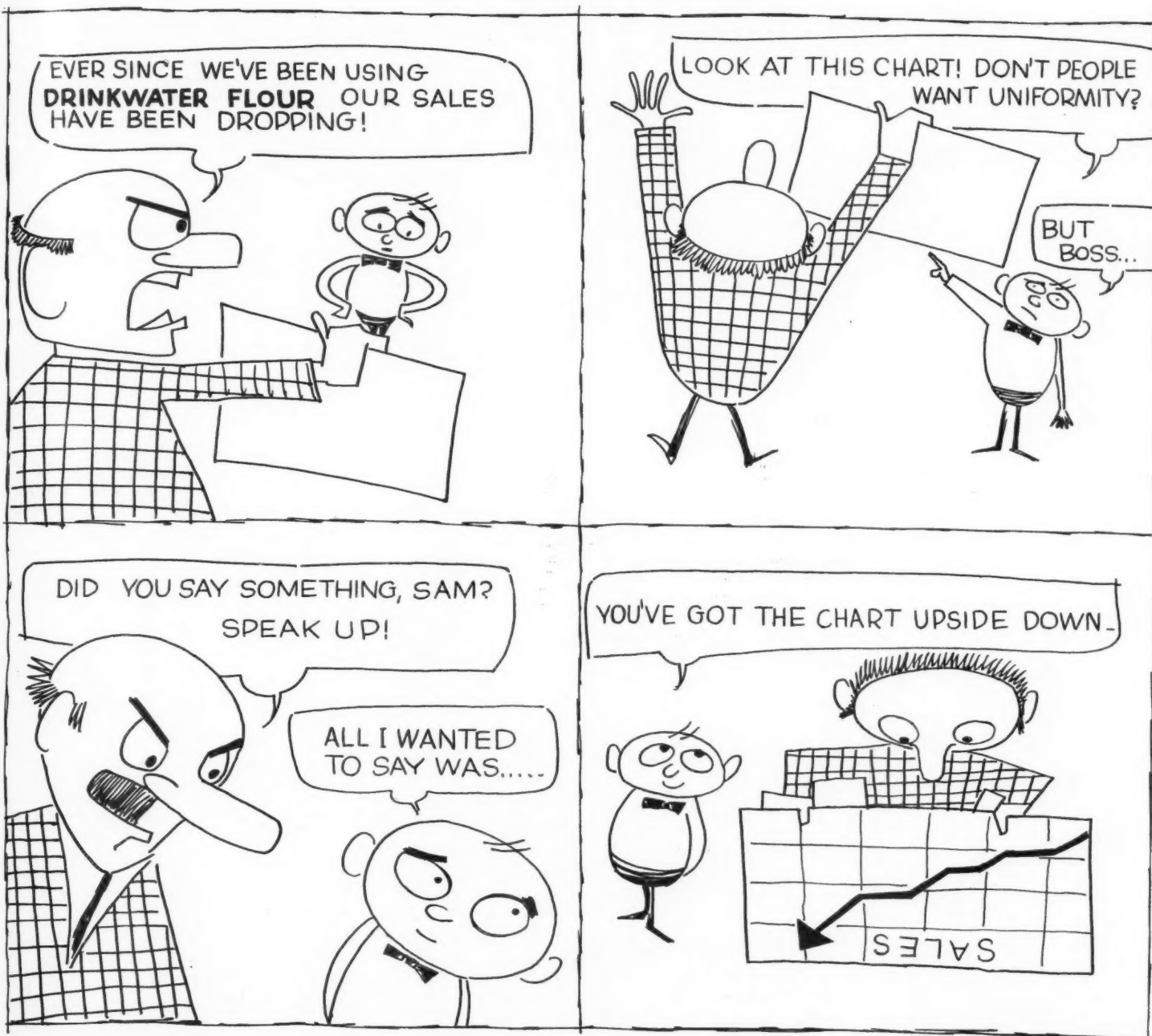
"The potential of the food business has attracted many new competitors for the consumer's food dollar. In recent years, new companies have entered the refrigerated fresh-dough business at a rapid rate, resulting in intense competition and expansion of the total market. Here we have a strong position which we intend to strengthen."

In the company's plans for fiscal 1960, Mr. Pillsbury and Mr. Gerot identify the firm's four greatest opportunities and challenges as:

1. A strong emphasis on greater dollar volume.
2. Greater utilization of resources, both material and human.
3. The rapid completion of projects under our program to discover new ways to do things better; and
4. The acceleration of new product introductions.

"To summarize our fiscal 1960 plans," Mr. Pillsbury and Mr. Gerot said, "we want to merit more of the consumer dollar spent for food, whether it comes from sales to con-

(Turn to PILLSBURY, page 50)



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'Why We Are Using Pre-Packaging'

By Arthur H. Van de Kamp

ASKING a baker to talk about packaging to a group of packaging engineers is like asking a patient to talk about health to a group of doctors. The good patient may say, "Drink eight glasses of water each day, get plenty of rest, exercise regularly, eat wholesome food and, if there is anything wrong with you, see a doctor."

One should feel a bit embarrassed—the shoe doesn't fit the right foot—the patient should be on the listening end.

The baker more than anyone else in the food industry is in his infancy regarding packaging material and package development. The baking industry has not kept pace with the rapid advancements being made by other competitive and allied foods. Who is to blame? I feel there are three factors, the baker himself, his packaging supplier, and the equipment manufacturers. It all started back in the early 1920's when the first baker decided to slice a loaf of bread. By slicing, he had to tie it together—and the first bakery package was born.

It was like striking gold in California! New fields of distribution were born to merchandise his wares. Within the industry there quickly developed new classifications for bakers: The wholesale bread, basically white and wheat, the variety bread baker, the exclusive pie, cookie and cake baker and the retailer producing a complete line.

My particular background has been

A veteran retail baker delivers a message to packaging specialists on their obligations to his industry, citing the reasons why bakery packaging has failed to keep pace with other products and suggesting some progressive steps to correct the situation.

with the retail baker. As a retailer, we've seen many merchandising changes. There was the independent grocer next door weighing flour, sugar and coffee out of an open bin; the butcher in his dirty apron and rusty knife cutting slices of ham on to butcher's paper—remember the word?—and the corner bakery store. Perhaps the grocer and meat man were the first to consolidate under one roof; then the vegetable and delicatessen, and the first super market was born.

Rapid Advancements

World War II brought rapid advancements in package and box designs as required by the armed forces. Adverse weather conditions, a need for greater keeping qualities and flexibility in handling brought the development of laminated and impregnated board, high melting point wax and use of foils and acetates, to mention a few. Buying habits changed too, and with the overwhelming urge, a carryover from war, the American people had much to draw upon and look forward to. The retail food merchant met this challenge with new shopping areas, extended shopping

hours and thousands of new items to greet Mrs. Housewife, the world's biggest shopper.

I'm sorry to say the baker was the last to see and equip himself for this revolutionary change. When he did, he found competition by other new and competitive foods making inroads into his sales. It has been only within the last two years that the baking industry has taken steps to meet this challenge by creating merchandise that has appetite appeal through freshness and goodness of product and merchandise that creates a desire to buy. You must remember, the average baker is too preoccupied with the problems of production and can find little time to learn the complex factors involved in packaging bakery merchandise. Management must be completely sold and thoroughly convinced, before it will accept a package change; and I know you gentlemen can bear witness to this.

Take a trip with me now, and perhaps we can find a few of the answers. Let us visit a modern supermarket in a newly developed shopping community. Let us analyze the results of good and bad packaging that we will find inside. But most important, let us try and find the "packaging secret." What makes one manufacturer more successful than the other? Is it the product's name, its advertising, color of package, its shape, or perhaps the quality of the product? Here in this market are thousands of items all shouting, "Buy me!" Each is seeking a portion of Mrs. Housewife's food dollar. The soap displays find no end of fascination. Here's an industry that spends millions on advertising and packaging yearly. Scrutinizing these soap displays is an education in itself. Try it sometime.

Bakery Section

As we wander then to the bakery section, perhaps we feel a bit embarrassed! The displays look amateurish, drab, unappetizing; and they certainly lack the impulse, "buy me," appeal.

This was what we found when we started our self-service program four to five years ago. I was quick to admit it was far more difficult to package a cake than a giant soap carton. However, we felt there must be an answer to this packaging dilemma. We wanted to develop displays that showed goodness of product, that would attract attention and convince Mrs. Housewife to buy.

Reference was made earlier to three factors to blame, the baker, his packaging supplier, and his equipment manufacturer. You're in the middle.

As we made our early decisions, we evolved the following principles for our packaging program:

● As bakers we must develop a product that is made and baked better than Mrs. Housewife can duplicate. The product must have eye appeal. If you are selling or preparing a packaging program for a baker, and the box carries a lush, eye catching,

EDITOR'S NOTE — Mr. Van de Kamp is president of Van de Kamp's Holland Dutch Bakers, Los Angeles. His address was delivered before the 1959 annual convention of the Folding Paper Box Assn.

mouth watering appeal, let's hope the product lives up to it. Let's not put the cart before the horse. Hence, the first prerequisite to any box, carton or tray overwrap is a product of quality. If it isn't, and this is usually the case, the baker places the first order for the new boxed item, and it's his last.

● The product must be protected, and it must have protection. This is the basic purpose of all packages. Convenience and economy in relation to selling price are important too, but I cannot over-emphasize that all packages, boxes, trays or board overwraps must deliver the product to Mrs. Housewife's table in a quality-of-product condition. Each product must be analyzed, then, for a formula basis. You cannot package doughnuts like cakes or coffee cake, angel food cakes like chocolate eclairs.

● The selected package must be adaptable to the baker's package equipment and his pocketbook. We are striving constantly to maintain our packaging costs at 12% or less in relation to selling price. To increase this in our business is a financial suicide—and believe me—try to develop an eye-catching package for a 15¢ item under 1¢.

● The package or carrier should have "eye appeal" (pardon that misused word). Let me emphasize that again; woe to the baker who feels that a startling litho job carton will increase sales if his product does not have quality. You can fool the old girl once, but not twice—and you'll never see that second order.

Suggestions for Materials

Let me present a few rule-of-thumb package material suggestions that we have found most helpful. I cannot cover every specific item, but I will to the best of my ability, cover general classifications of products.

Cake: The cake must be visually seen. It's the baker's greatest challenge with Mrs. Housewife—a pro-

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duct she can bake at home. To be seen calls for a window box or overwrap, a folding or automatic box with a window on the top and the front cut out. The board selected should be a clean, bleached manila or pure sulphate board strong enough to support stacking, handling and the trip to the kitchen. The color of printing should accentuate the product. Remember: Product first, color second.

Pies: Pies, excluding frozen, should take the same packaging approach as cakes. There is tremendous eye appeal to a lemon chiffon pie, an

open cherry, or deep apple pie. Why hide it?

Coffee Cakes: Coffee cakes of quality, if properly made by the baker, lend themselves to your industry. They may not call for a folding box in each instance; but automatic, four-sided trays, U-boards and flat liners are in order. The board selected must be greaseproof—not grease resistant. Glassine laminated boards are excellent. Overwrapping is certainly in order, and the type of film should be carefully selected.

Doughnuts: Doughnuts, because of the basic characteristic of the pro-

duct, are one of the most difficult items to package and protect quality. Doughnuts are high in shortening, and because of this, overwrapping creates a sweating condition. The sugar topping, which is soluble in water, quickly dissolves on the surface of the product. Semi-moisture proof and even non-moisture proof film is not enough. The product package must breathe. The action that takes place is similar to the effect when you place your hand inside a paper bag. There is no moisture protection to the bag and yet your hand soon perspires. There are many basic

items in our industry that need research and development, such as hard French rolls, turnovers, crullers, to mention a few. For yeast raised doughnuts, we are currently using an automatic acetate window setup box with perforated holes at all the folds. It certainly isn't the answer. We have tried everything made available by your industry to wrap this product—and our sales of package doughnuts naturally have suffered.

Rolls: Most rolls, because of their nature, are not heavy in shortening content, and hence, do not need the rigid grease protection of other bakery products. U-boards, trays and flat sheets are easily adaptable. Moisture proof film for the overwrap completes the package.

Miscellaneous: To elaborate on cookies, fruit cake and specialty items would be repetitious. It is enough to say that common sense, that the "product first" approach, will solve each packaging problem.

'A Missing Link'

I mention the equipment manufacturers as not keeping pace with the baker's requirements. There's a missing link somewhere. Because the baker was slow to adopt packaging and package equipment, the equipment companies turned their engineering to advancements being made in other fields that accepted this packaging challenge. In order to fold a basic window style cake box automatically around a cake, my company developed, through a design engineer, an automatic machine. It is possible the bakery equipment manufacturers could have developed a similar basic machine; but it wasn't available. Now your industry, in order to sell cartons, finds itself in the machinery business. Salesmen have to be mechanics, a far cry from folding boxes. Who is to blame?

In my industry, like yours, there is a strong constant desire to create. The baker is groping for new display methods. Packaging materials and ideas are in great demand. I am looking for the development of new materials, rigid acetate, polyethylene, new types of plastic materials for our cartons and boxes—anything that will do a superior visual job at reduced costs. It is up to you, gentlemen, to be aware of these changes, to present them properly. How do we go about this?

We must assume you want a portion of Company A's business. Company A is producing a variety line of cakes and pies. Do you make an appointment, merely drop in and ask for this business or do you use the approach, "Let me know if there is anything new coming up. We would like to bid or quote you on it." You may laugh, but frankly, that is the general routine the baker gets. You must bring him an idea or a need for him to buy. Let me cite an example:

Company A's packaging follows the general trend, or at least you feel it does. It lacks eye appeal. The products, however, are high in quality. Now to make the sale. You, as the packaging specialists, without telling the baker, make a survey of company A's merchandise. You visit a dozen or more supermarkets where the merchandise is distributed. You take pictures of his packages or boxes as they are actually displayed by the grocer. Visually, you see the lack of color. You see poor box shape or design, perhaps weak construction. You see identification or brand name lost due to a conglomeration of colors. You look for ease in opening, keeping qualities, moisture proofness, to mention a few.

You then compare his packaging



CUT

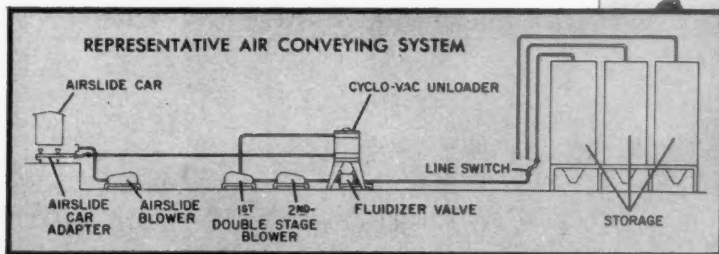
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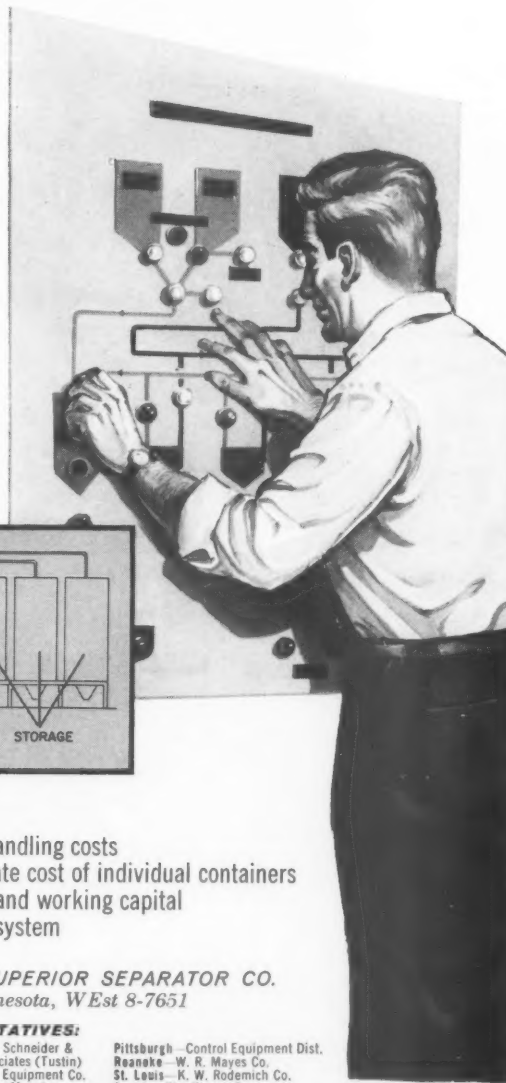
Minneapolis—Main Plant,
Hopkins, Minn.
Chicago—Regional Office

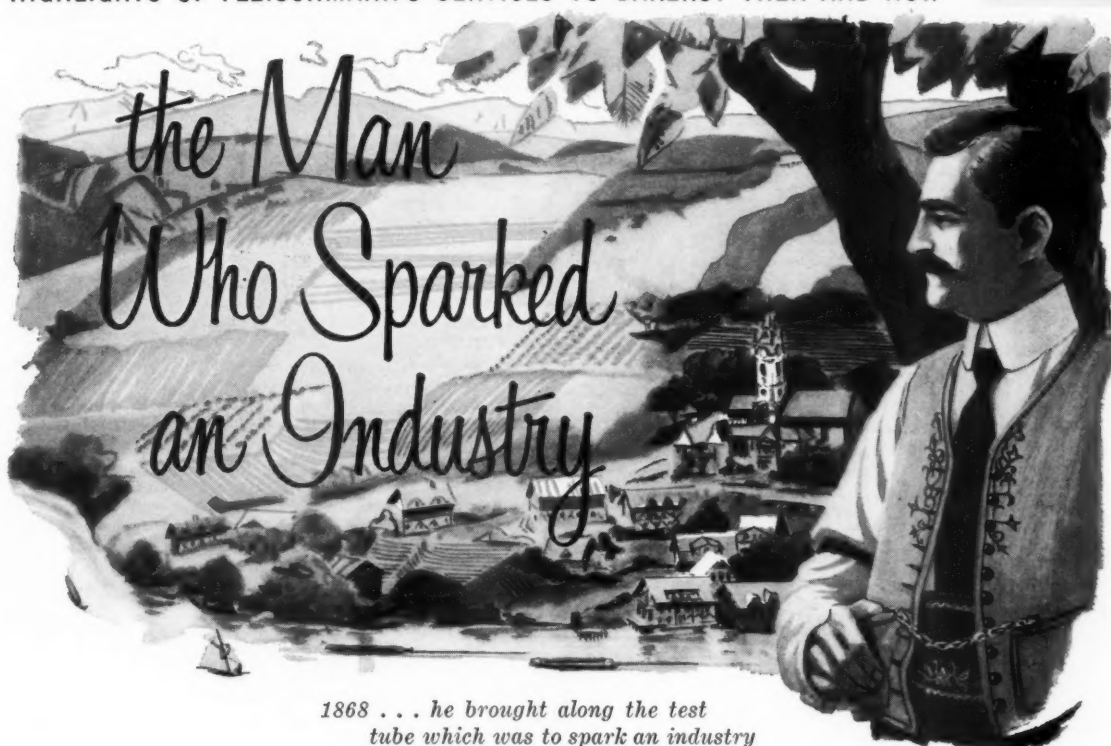
Akron—M. Momchilovich Co.
Baltimore—Robert Case
Houston—Cook Baking Service

REPRESENTATIVES:

Los Angeles—R. E. Schneider &
Associates (Tustin)
Philadelphia—Joos Equipment Co.
(Bryn Mawr)

Pittsburgh—Control Equipment Dist.
Roanoke—W. R. Mayes Co.
St. Louis—K. W. Rodemich Co.
Seattle—The Temco Co.



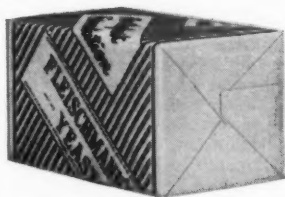
HIGHLIGHTS OF FLEISCHMANN'S SERVICES TO BAKERS: THEN AND NOW One of a Series

He was a fermentation expert on a great estate in Austria. When, shortly after the Civil War, he came to America, he brought along a test tube containing the hardy strain of yeast which was to give birth to a company and set a spark to the baking industry.

The man was Charles Fleischmann. The yeast strain became *the first compressed yeast* ever produced in this country. It was this man, then, who founded our modern yeast industry; this man who turned America's bakers from their home-grown yeast to a more stable, a more uniform manufactured product.

Today, after 91 years, Fleischmann still concentrates on the baker and his future. And, if we put particular stress on research . . . if we almost over-emphasize the need for quality control and sanitation . . . if we continue to offer the practical help of our in-the-field bakery production men, it is the *baker* who benefits!

Fleischmann has grown up with the baking industry. That's why, after almost a century of sharing our history, we are grateful that *America's bakers still turn to Fleischmann first*. For quality yeast, and for service. It's a habit bakers have found highly profitable.



Fleischmann's Yeast

MEASURE YOUR YEAST BY THE SERVICE YOU GET

program with that of his competition. Are his packages stronger or weaker at point of sale? Is there a price differential? How about weights? Though the product size may look the same, company A's pies or cakes may weigh several ounces more than his competition—and yet company A says nothing of this on the package. You compile your notes in check list form for each market visited. This gives you an average, and you know what you are talking about. You then purchase one of everything company A sells, and then start your packaging design program with his merchandise as samples. You refer constantly to your notes, and you project the weaker points found in your survey into your new program. You develop a "family design," keeping in mind that company A has been using a specific color or trademark. You incorporate it into your layouts. It all takes time and effort of course, but you have taken the time and you've made the sincere effort. The sale will come quite easily. With fresh samples to replace the old, and samples of company A's current program, you present your ideas. The general manager, sales manager, or buyer, will be awestruck, to put it mildly.

Specialization

I can't help but mention the word specialization. It is gratifying to see

your industry organize a bakery section. Most alert packaging concerns have taken this step, or made available to the bakery industry, a bakery packaging specialist. But, to date, your industry hasn't gone far enough.

To better understand the baker's problem, your industry must get better acquainted with the baker. Within our industry we have an organization called the Allied Trades of the Baking Industry. They have local chapters in your town. They are anxious for you to participate. Its members comprise flour representatives, shortening, sugar, salt, flavors and bakery production equipment people, to mention a few.

—BREAD IS THE STAFF OF LIFE—

OVEN REPRESENTATIVE NAMED

SAGINAW, MICH.—The Food Machinery Division of Baker Perkins, Inc., has appointed a Philadelphia bakery machinery concern as an authorized representative to handle sales of baking ovens to retail bakeries in the greater Philadelphia area. The representative is A. C. Nowland Co. located at 259 N. Front St. According to John J. Barabino, who heads Petersen-type oven sales out of Baker Perkins' New York office, the new organization will handle only ovens known in the trade as the Ec-Tri-Flex, revolving tray and Roast-N-Bake.

Safeway Sales, Profits Set New Mid-Year Records

OAKLAND, CAL.—Safeway Stores has reported its profit after taxes for the first 24 weeks of 1959 more than 2% ahead of last year and sales up nearly 6%, making the highest mid-year sales and net profit in the company's 33-year history.

For the first time, Safeway's sales exceeded \$1 billion during the first half-year, reaching \$1,047,943,389, according to a report from Robert A. Magowan, president. Net profit for the same 24-week period ending June 13 set a new record at \$15,304,138. These results compared with consolidated sales of \$989,331,976 and net profit of \$14,966,435 for the first 24 weeks of 1958, when the food company established its previous mid-year records.

Safeway's 1959 net profit at mid-year, after provisions for payment of preferred dividends and taxes on income, amounted to \$1.20 a share of common stock, based on the average number of shares outstanding during the period. Even though this average number of shares continued to increase from 12,183,482 during the first half of 1958 to 12,313,022 this year, Safeway's net earnings a share nevertheless exceeded 1958, when they amounted to \$1.18 at mid-year.

"Such results, of course, are good news for our stockholders," Mr. Magowan said, "but we are particularly pleased that we have been able to parallel this financial growth with similar development of our facilities and employment opportunities. Thus far, in 1959, we have opened 69 modern retail stores and two large warehouse distribution centers. Four more distribution centers will be completed by year-end, at which time the number of new retail stores opened this year will have reached about 200. These new warehouse centers and retail facilities represent replacements or additions to those which we have outgrown. At mid-year, our report is a constructive one of growth for Safeway."

There were 2,125 Safeway stores in operation at the close of the company's first 24 weeks of 1959, compared with 2,050 at the same time a year ago.

—BREAD IS THE STAFF OF LIFE—

Baking Firm Cites Gains in Switching To Polyethylene Bags

SCRANTON, PA.—A changeover to polyethylene film bags made from Bakelite polyethylene has increased the sale of hamburger rolls 40%, according to the producer, Williams Baking Co. of Scranton.

Williams Baking ships rolls up and down the East Coast and claims that its stale count based on returns has dropped 50% since the switchover to polyethylene packaging. The firm reports less climatic spoilage of rolls, higher durability and more strength and flexibility for its new packages.

The firm packages and seals rolls at the rate of 27 packages a minute on each of its Tele-Sonic bagging machines, and claims an 83% reduction in imperfect packages from previous methods. Previously, Williams Baking packaged at the rate of 20 packages a minute. Williams' polyethylene bags are supplied by Milprint, Inc.

Electronic Controls, Packaging on Agenda For Short Course

CHICAGO—More thorough coverage of the general maintenance of electronic controls, equipment and motors has been scheduled for the eighth annual short course in bakery equipment maintenance to be held at the American Institute of Baking Sept. 21 through 26. This year's program also will include expansion of the subject of packaging.

Principles of bakery products cooling and the maintenance of mechanical coolers have been added to the list of subjects on this year's program, AIB officials report.

Basic theory of electronic circuitry will be presented, plus some common examples of its application in a modern bakery. Also included is a session on the economical use and distribution of electrical power in a bakery.

Review Scheduled

With packaging problems so prominent today, a review of new equipment designed to handle both special and conventional wrapping materials and the modification of existing machinery to handle new materials has been scheduled. There are also plans to present a program in objective comparisons of the different types of available overwrapping materials and films, and their requirements as used in packaging baked foods. Bread wrapping with polyethylene, and several approaches to the problem, will be considered.

AIB's maintenance instructor, William M. Schieb, states that plant engineers will be given opportunities to find solutions to any problems they may have in maintenance, engineering and supervision by participating in round table discussions attended by both enrollees and selected guest lecturers.

Since the six-day course is quite comprehensive and presented, in general, on a seminar basis, enrollment is limited. Maintenance men interested in the course are urged to register as soon as possible, submitting questions they would like answered, along with their applications, to the Registrar, American Institute of Baking, 400 E. Ontario St., Chicago 11, Illinois.

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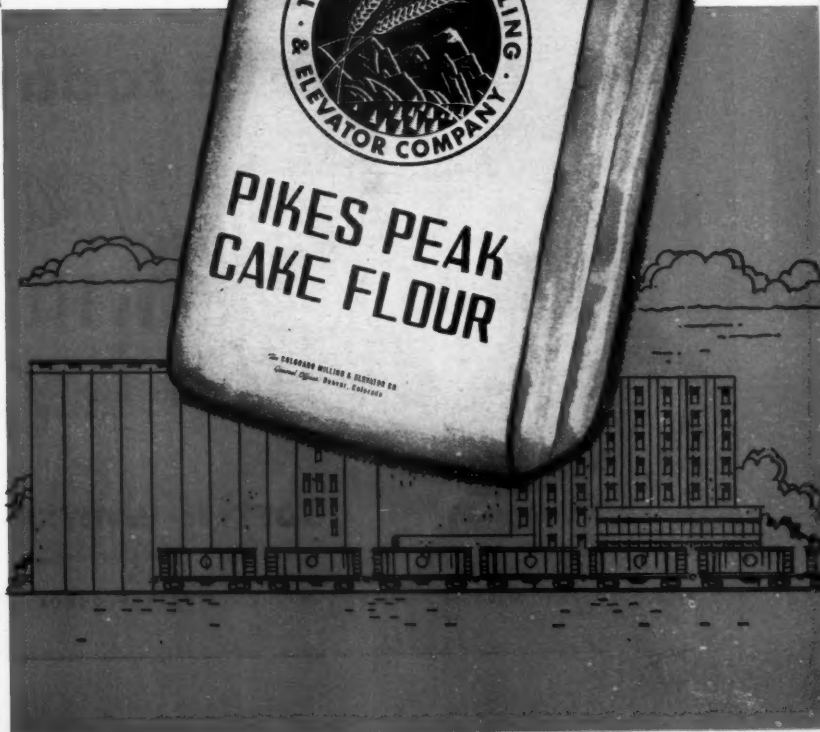
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Dry Milk Institute Representative Tells About Trip to Japan

CHICAGO—M. J. Swortfiguer, bakery division, American Dry Milk Institute, recently returned from his second trip to Japan. Three years ago, on his first trip, he demonstrated American methods of production for Japanese bakers. On this trip he visited 10 important cities where one-day lectures and demonstrations were held on production of sweet goods and Danish pastries.

Sponsored by Z. Nakayama, owner and publisher of the Shokuryo Times and Baking Sha, Mr. Swortfiguer opened in Atami with a three-day seminar where 50 bakery leaders met to review bakery economics in the U.S.

At this time, Mr. Swortfiguer showed many films produced by bakers, allied companies and associations of the U.S. In each instance there was high interest shown. Upon completion of each of the seminars, certificates were given to each person attending. (The fact that each certificate was identified as being the "Swortfiguer

Extension on Baking Science and Technology" came as a complete surprise to the instructor.)

Important Effort

"The bakers in Japan are cognizant of the importance of their contribution toward the health and welfare of their people, and nutrition is becoming the keynote in their operation," reported Mr. Swortfiguer. "Presently, there is a short supply of nonfat dry milk, and that available is rather costly. In spite of this, many bakers are using high levels of nonfat dry milk and whole dry milk in

BAKERY GETS REPLICA OF FIRST WAGON

LITTLE ROCK, ARK.—The reins of the only horse-drawn bakery wagon to be delivered anywhere in Arkansas in a number of years were turned over in Little Rock recently to Charles Meyer, Sr., founder of Meyer's Bakeries, by W. R. Stephens, president of the Huntingburg Buggy Works, an Indiana firm. The wagon is an exact replica of the one in which Mr. Meyer used to deliver Little Rock bakery products when he founded his firm over 45 years ago. The wagon was presented at a formal ceremony at the Arkansas Children's Hospital, where children were allowed to ride in it. Mr. Meyer is still active in the management of the firm which bears his name and now has plants in Little Rock, Pine Bluff, Hope, Texarkana, Blytheville and Jonesboro, Ark.

their bread to build up its nutritional value as a food," he stated.

Mr. Swortfiguer reported that the baking industry is on the move in Japan. Production has tripled in the three year span since his last visit and bread is gaining its rightful place in the Japanese diet, he concluded.

—BREAD IS THE STAFF OF LIFE—

Kaiser Aluminum Expanding Special Services to Bakers

CHICAGO—An expanded program of special services for bakers has been established by Kaiser Aluminum & Chemical Sales, Inc., according to an announcement by Fred V. Robinson, bakery sales promotion manager of the company's foil and container division.

The program includes product and equipment development, package design, laboratory research and testing, plus numerous other engineering, production and technical services available to bakers interested in aluminum foil packaging.

"We have enlarged our packaging laboratory facilities in Chicago," Mr. Robinson stated, "and have added personnel to our staff."

Although Kaiser Aluminum's general sales office is being moved to Oakland, Cal., the baking industry section of the foil and container division will remain in Chicago, along with regional and district sales offices, a product development center, the laboratories and a pan and container production plant near the city.

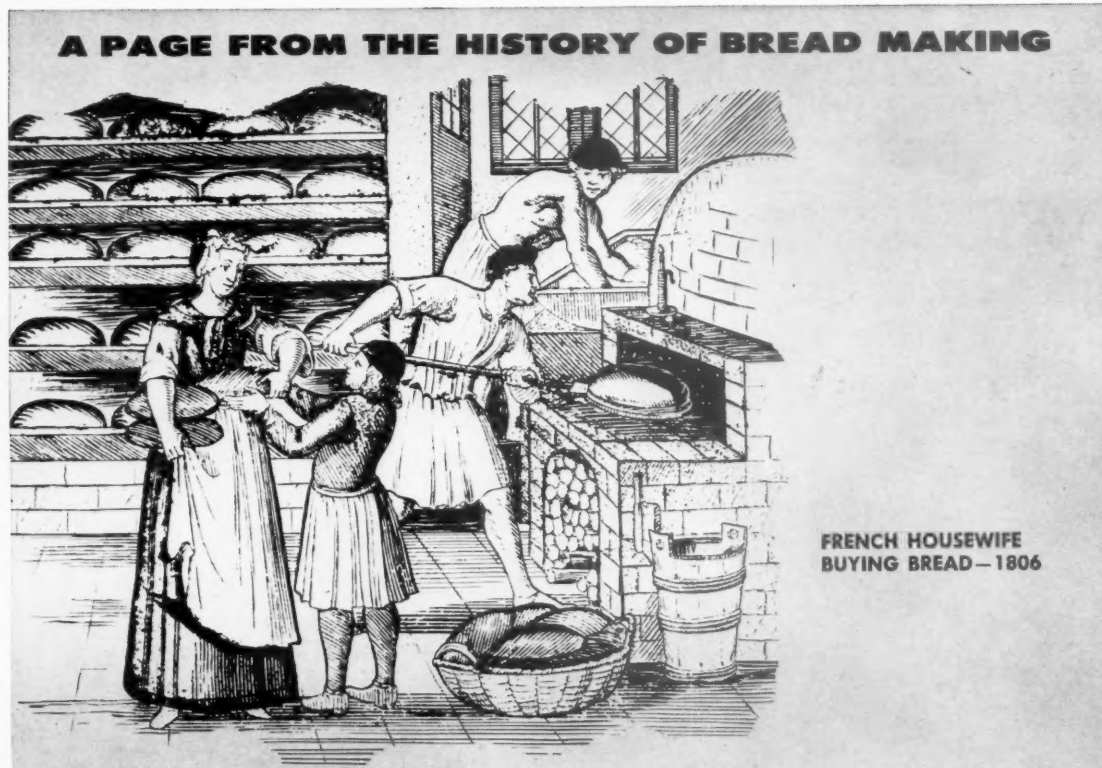
—BREAD IS THE STAFF OF LIFE—

Emrich Baking Names Production Executive

MINNEAPOLIS—Howard L. Kramp, superintendent of Emrich Baking Co., Minneapolis, has been named vice president in charge of production. Mr. Kramp will develop and guide the expanding production facilities of the Emrich home plant in Minneapolis.

Experienced in all phases of retail and wholesale baking, Mr. Kramp spent five years as a production consultant for the American Bakers Cooperative, Teaneck, N.J. Earlier, he attended the University of Wisconsin and the American Institute of Baking.

Emrich recently acquired McGlynn Baking Co., long-time specialist in retail operations, adding to its own activities of serving restaurants, hotels and institutions throughout the Minneapolis and St. Paul areas.

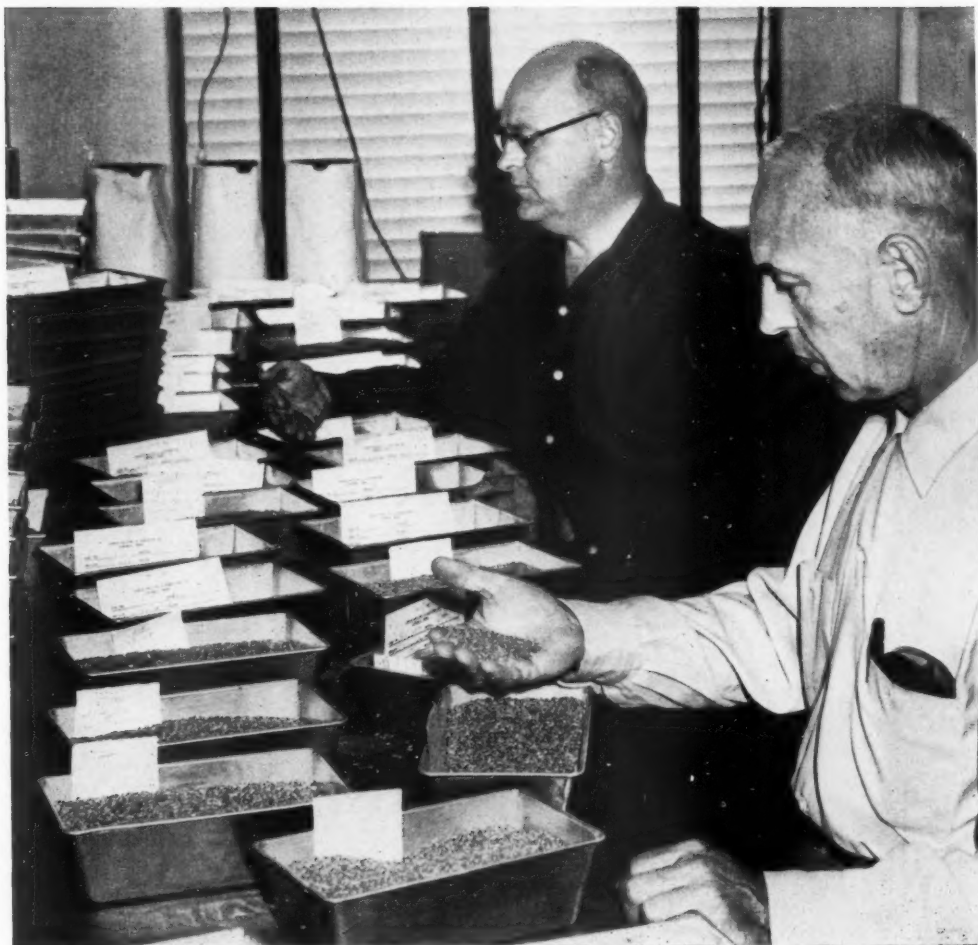


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has come a long way
to achieve today's



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Gooch wheat buyers know good wheat when they see it but they don't depend on looks alone. They have other aids to help them in their selection of the finest milling and baking wheat. Information gathered on field inspection trips from planting to harvest . . . laboratory analysis . . . experimental milling . . . sample bakings . . . all contribute their part.

Then, too, the Gooch mill located at the hub of 5 railroads, that network the great midwest wheat growing area, puts us in the best of position for securing the choice of the crop each year.

All these advantages, in the form of a *Quality Product*, are passed on to users of—

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Daily Capacity 6,000 Cwts.

Elevator Space 4,000,000 Bus.



THERE'S A SURE WAY TO FIND OUT WHAT DRESSPRINT COTTON BAGS WOMEN REALLY WANT. . . AND WE TOOK IT

Selecting cotton print patterns that women will like and buy is a must for the bag business and the milling business. We have always tried hard to do this (and with moderate success). We had expert fashion guidance . . . and years of experience. We had well-considered opinions from you. But, frankly, it was largely guesswork . . . and hope. And guessing is not good enough.

So, we took the sure way. We learned from women who actually use cotton bags for home sewing.

The survey was made by a research organization with access to a nationwide panel of typical homemakers, including farm women. (The women did not know Bemis sponsored the study.)

We learned what types of florals, plaids, checks, geometrics, etc., are currently popular.* What colors. What color combinations. We learned that women who sew prefer fewer *different* patterns and more bags of the same pattern. We learned how much they sew . . . and what they make from emptied cotton bags (an important guide to us). We learned that dressprint bags can influence the sale of your products.*

It was probably the largest, most thorough study of its kind ever made by the bag business.

But what does it mean?

Principally, it means that Bemis will concentrate on the prints your customers really want . . . and you will get the sales benefit of proved-popular bags.

Bemis

General Offices—408 Pine St., St. Louis 2



***HERE'S WHAT THEY LIKED . . .**

Popular and style-right Bemis patterns include: Bemis Designer Prints, "Sparklin" pinstripes, and Sandman "Goldilock" pillowcase bags.

Call your Bemis man today.



The Ann Palmer Story

Portland Bakery Finds Success Merchandising Quality Product

PORTLAND, ORE. — Enterprise, experienced baking, alert merchandising and top quality products have developed the Ann Palmer Baking Co. at Portland into one of the largest retail firms in the Pacific Northwest baking industry—all in 15 years.

The firm was founded on a modest scale by Ken Hollis, now deceased, who had the phenomenal capacity for doing his own baking at night and his own delivering in the daytime. Approximately 15 years ago Mr. Hollis secured the services of Howard Lightner, now vice president and general manager, who brought to Ann Palmer the merchandising experience gained through a sound background and years of experience in the field.

"Hard work—and more of it—was our formula for building Ann Palmer from four sales persons in two stores to its present position," testifies Mr. Lightner. The firm now has 30 retail stores and others in the planning stages, plus 44 house-to-house delivery routes. It also has a wholesale business to five groups of restaurants and operates five of its own restaurants.

Service geared directly to the customers' desires has been an inflexible policy with Ann Palmer. The bakery has a rigid policy of top quality ingredients (all butter in its cakes and pastries), and during the war years—when materials were in short supply—production was cut back to avoid substitution which might have hurt product quality and the firm's reputation.

Another key factor, the firm believes, has been its product identification achieved through use of the Ann Palmer medallion—a white cameo girl's head on a black background—used in all of its advertising, on Ann Palmer packages and over its retail stores.

Stress is laid, too, on friendliness and goodwill both in customer contacts and among company personnel. For employees the theory is that such an atmosphere, once achieved, makes hard work lighter and success sweeter, particularly if each feels that his efforts are recognized and appreciated.

Sales Classes

Another idea which has worked well at Ann Palmer is the policy of holding sales classes for salesgirls. Every new girl goes to these classes and, at various times, older personnel attend refresher courses.

Sales boosters are an important part of the expanding operations at Ann Palmer. A recent one was a new Dutch Royal chocolate cake. The sales girls were dressed in Dutch costumes and sent to several Ann Palmer shops for about three weeks to distribute sample slices of the new cake to customers. Along with the samples went coupons entitling patrons to buy the new Royal Dutch chocolate cake at a special price. The new item received a fine sendoff and gained customer acceptance.

The firm does its baking in the early hours, so that its goods go fresh to the stores every day. The firm makes three deliveries daily.

Ann Palmer had its 15th anniversary celebration on Nov. 30 of last year. To celebrate this, they had a grand opening at all of the retail stores. This was advertised some time ahead in the local press and with spe-

cial placards on the delivery trucks.

"It was a great success," said Mr. Lightner, "but we all regret that Ken Hollis wasn't alive to see and enjoy it with us. This celebration had been planned before he died. So we decided to go on with it as originally ar-

anged. We served free coffee and a cake specialty to all customers in each of our stores, and they seemed to enjoy it. I think we can say that our 15th anniversary celebration was a success," said Mr. Lightner.

Ann Palmer cakes and pastries are known in the Portland area, but one of its special Christmas items, Golden Butter fruit cake—a very rich product—is sold at Christmas time in 40 states, distributed by the Allan Randall Distributing Co.

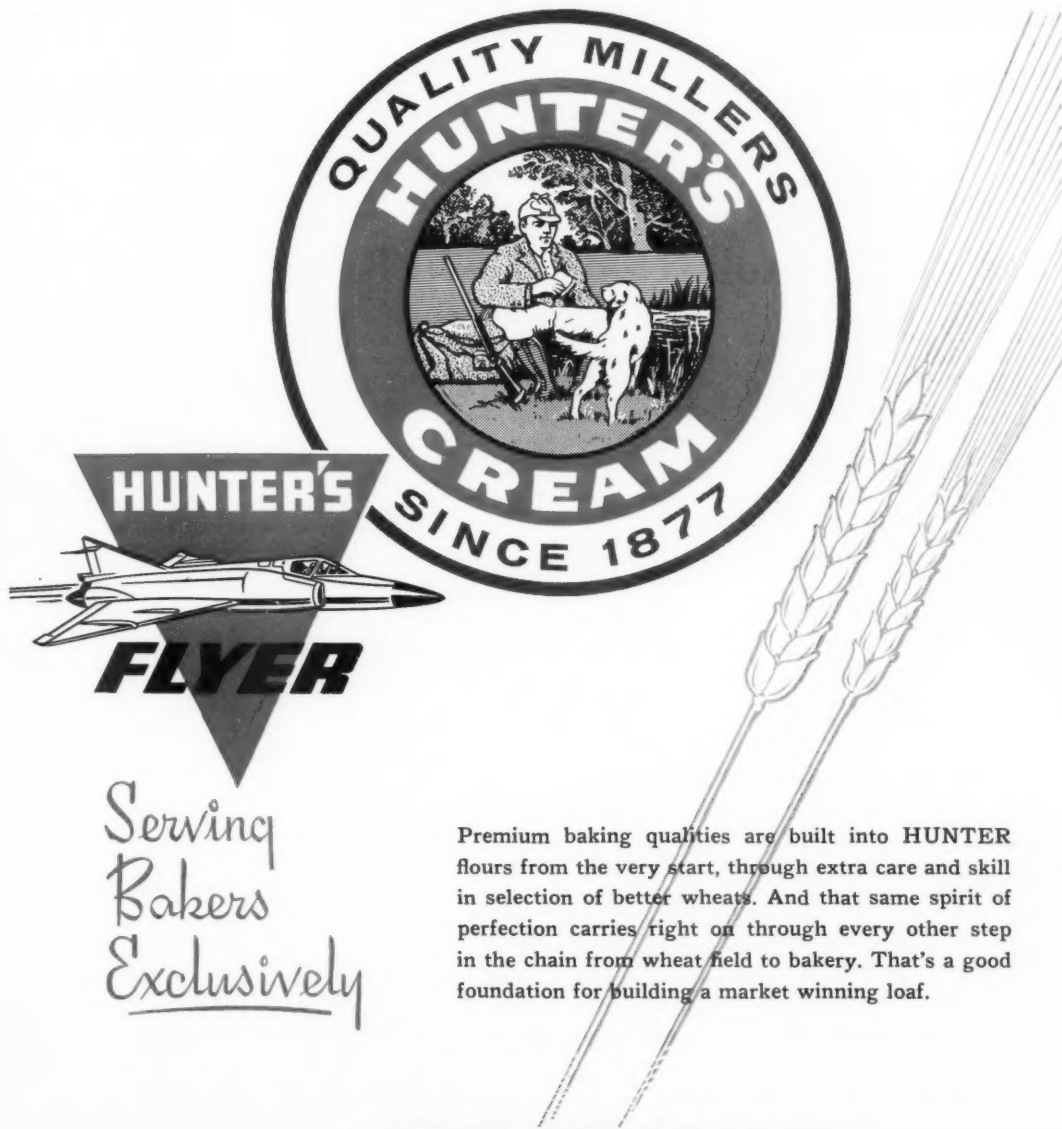
Hot Deliveries

Another successful venture of Ann Palmer is its "hot merchandise daily

delivery" system. Three times a day the bakery delivers hot breads, coffee cakes and cinnamon rolls, among other items, to those stores which request them. This menu is varied daily, and a particular one might recommend "cinnamon rolls for breakfast; cookies for lunch; Danish layer cake for dinner." A different selection is offered each day of the week. This service has proved to be one of the most popular offered by the Ann Palmer bakery.

When the company was organized, Mr. Hollis was its president and gen-

(Turn to ANN PALMER, page 34)



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Serving Bakers Exclusively

Premium baking qualities are built into HUNTER flours from the very start, through extra care and skill in selection of better wheats. And that same spirit of perfection carries right on through every other step in the chain from wheat field to bakery. That's a good foundation for building a market winning loaf.

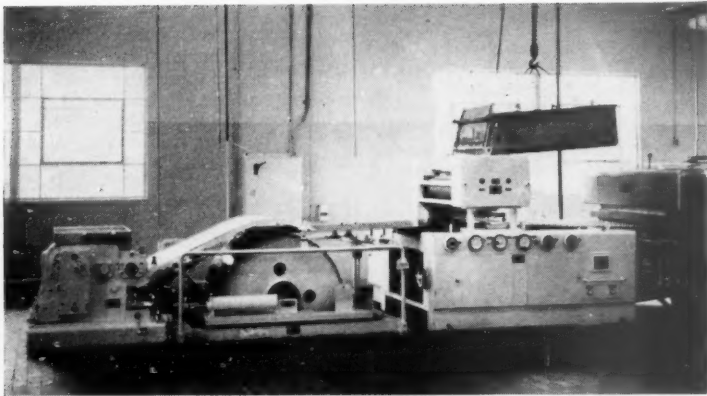
IT PAYS TO BUY FROM HUNTER



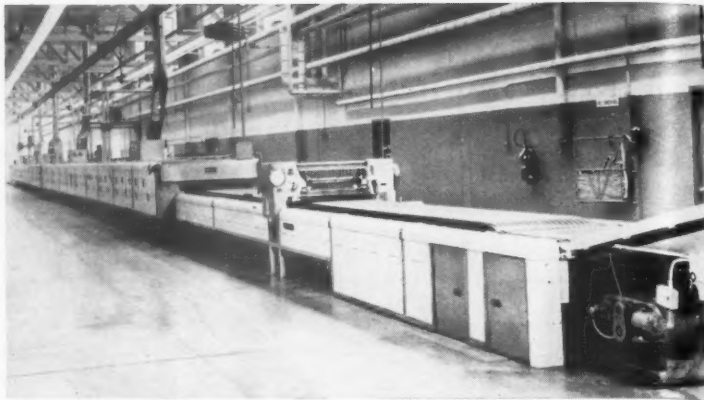
The
HUNTER
MILLING CO.
WELLINGTON, KANSAS

Daily Capacity
5,600 Cwts....

Grain Storage
4,000,000 Bu.



FEED END—This is the feed end of the new Carr Consolidated Biscuit Co. cookie line at Valdosta, Ga. In this picture are the portable rotary moulder, the band drum and combination wire-cut and fig bar machine. The band drum is depressed six inches below the floor line in order to provide a lower band height.



DELIVERY END—This view shows the delivery end band extension of the new Carr Consolidated Biscuit Co.'s steel band oven at Valdosta, Ga. Also in the picture is the fig bar cutter, the five-foot wire mesh take-off transfer conveyor and the inclined section of the cooling conveyor. Open area underneath oven, at upper left, provides access for maximum sanitation.

Sanitation Key Feature of Automatic Line At Carr Consolidated's New Biscuit Plant

VALDOSTA, GA. — Sanitation is the keynote to the automatic biscuit line which recently went into operation in a new plant completed by Carr Consolidated Biscuit Co. of Valdosta, a division of Winn-Dixie Stores, Inc. of Jacksonville, Fla.

As one of the most advanced cookie plants in the South, the brick and concrete structure encloses an automatic line that reflects the latest in design and engineering by Baker Perkins' Food Machinery Division of Saginaw, Mich.

Laid out to expedite a smooth, uninterrupted flow of goods from raw ingredients to finished product without human handling, the line is integrated mechanically for fast, efficient and economical operation. It incorporates the latest innovations in

cookie and fig bar production to make the plant capable of turning out high-quality goods with constant uniformity.

From the production standpoint, the Carr Consolidated installation is designed to handle rotary, wire-cut and fig bars. The forming equipment consists of a Baker Perkins 38-in., portable rotary moulder, B-P combination wire-cut and fig bar depositor, 200-ft. 38-in., direct-gas-fired steel band oven, take-off conveyor, 2-tier cooler, stacker and packing table.

Rotary Moulder

The rotary moulder is designed so it is easily accessible for cleaning and sanitation. The hopper is divided for multi-color dough production, and its low height makes it easy to load. The machine is designed for heavy duty

production, and is equipped with anti-friction bearings.

The combination machine, which produces all types of wire-cut goods and fig bars, features a removable hopper, facilitating cleaning and maintenance. Forcing rolls of the unit are individually driven and individually adjustable for speed variation. The frame of the machine and hopper are of heavy welded steel construction. All shafts revolve on anti-friction bearings, and the drives are positioned on the side of the machine for maintenance and cleaning.

The 200-ft. oven is equipped with an imported 38-in. Swedish charcoal steel band, which is supported on the upper run by polished cast-iron skids on 5-ft. centers, and the bottom run, by rollers running on anti-friction bearings. Both feed and delivery end drums for the band are of welded steel construction, totally enclosed for sanitation. The band takeup is of the air-operated type to insure proper band tension at all times.

The oven is equipped with a 2-pipe gas system with lateral cast iron ribbon type burners. All gas lines are enclosed to give a clean-line appearance.

To provide maximum sanitation, the oven is entirely open underneath for its entire length. A clean-out door in every 10-ft. section of the oven is another of its sanitation features. The doors are located on the non-operating side of the oven, and are of the insulated type. Also, the bottom of each door opening is flush with the bottom of the baking chamber to permit ready access for maintenance and cleaning.

Sides of the oven are of white porcelain enamel finish with stainless steel trim, and all hoods are of stainless steel. Delivery end band extension, which is 30-ft. long, also is of white porcelain enamel finish to match the oven.

A 5-ft. long wire-mesh transfer conveyor is used in transferring baked goods from the steel oven band to the cooling conveyor. This special conveyor spaces the baked goods traveling to the cooler, and protects the canvas belt of the cooler from deteriorating effects of the hot steel oven band.

The 2-tier cooler of the new line is suspended from the ceiling. It is of heavy angle framework with

weight-load take-ups. Special turn-over points are provided on the cooler to insure perfect alignment of bar type goods, and each conveyor is driven by double-drive rollers to prevent slippage.

The new automatic line makes use of a magnetic biscuit stacking machine to align the goods in orderly rows, and set them on edge between guides on the packing table. It will handle round pieces up to 3½ in. in diameter.

The unit enables the goods to slide over an inclined chute plate fitted with moveable steel guides held in position by permanent magnets. A short canvas apron then conveys the biscuits to the stacking device which sets the goods on the edge between guides for transfer to the table for packing.


Permanent magnets are used to secure the guides over the stacking wheels and, also, to maintain the guides in properly spaced position. Adjustable hangers are employed to keep packing table guides in proper position so that the goods are always conveyed in definite rows, and maintained in such rows the full length of the packing table. The framework of the table is of heavy construction to maintain a flat top so that the baked goods cannot be crushed between guides and the apron.

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LIBERTY—Short Spring Patent
BEST PATENT—Standard Spring Patent
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STRONG BAKERS—First Spring Clear
CAKE and PASTRY FLOURS
RYE—White - Medium - Dark**

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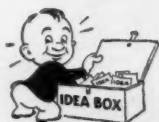
Sales and Service go hand in hand at Bay State Milling. The friendly helpful people at our mills and throughout the United States are always ready to aid you when you need it. Gladly they keep you informed on crop conditions and flour price trends . . . make efficient and fast delivery . . . assist you with baking formulas . . . constantly provide you with dependable top quality flour. Courteous personal Bay State attention counts when you want action.

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Worth Looking Into



New Products New Services New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

No. 4343—Self-Seal Bakery Basket Band

Marion Manufacturing Co. has developed a self-seal bakery basket band for use as identification on wire or wooden baskets or crates. The paper band is applied by circling it around the item to be identified and pressing the self-sealing ends of the band together. It eliminates stapling or tagging and, instead, provides identification with the light pressure necessary by pressing the ends of the paper tape together. The bands are cheaper than identification tags or labels and can be furnished printed or unprinted. For details, check No. 4343 on the coupon, clip and mail to this publication.

No. 4344—Handbooks On Chain Conveyors

Chain Belt Co. has available two new handbooks outlining installation, operation and maintenance procedures for chain drives (bulletin 59126), and chain conveyors and ele-

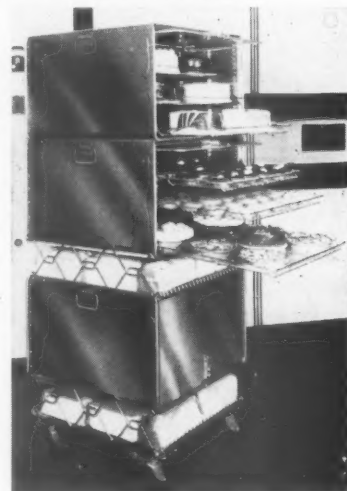
vators (bulletin 59127). Both are handy, pocket-size editions containing up-to-date, practical information on how to install, operate, maintain and extend the life of chain drives and conveyors. They present the "do's" and "don'ts" the experts follow and are illustrated for complete understanding. Check No. 4344 on the coupon, clip and mail for free copies.

No. 4345—Control Food Plant Insects

The Huge Co., Inc., has developed a new residual chemical, Stro-Mal, which is safe for use inside food processing plants and carries the Underwriters Laboratories seal as to lack of fire and explosion hazard. Stro-Mal Residual is particularly effective against resistant German cockroaches, Dermestid and carpet beetles. The ingredients include strobane, malathion, diazinon, lindane and synergized pyrethrins. The residual is wetted down on insect-frequented surfaces for a long lasting, lethal, crystalline deposit. It is described in special literature from the

manufacturer. Simply check No. 4345 on the coupon, clip and mail to this publication.

No. 4342—Cabinets For Baked Foods



Three new all-aluminum cabinets for unwrapped baked foods are now being manufactured by Nestaway, Inc. The cabinets can be used as part of the complete Nestaway System for handling bread and baked foods. They have overhead doors and room for one to nine chrome wire shelves which may be inserted at intervals of 1½ in. or wider. Tests in a leading chain bakery showed that the new cabinets provide maximum protection to highly perishable unwrapped baked foods during transit from bakery to retail outlets. Complete information on the new cabinet may be obtained by checking No. 4342 on the coupon and mailing it.

No. 4346—Overhead Track Scales

Free illustrated literature on its complete line of overhead track scales was released recently by Detecto Scales, Inc. In addition to overhead track scales, the literature describes and illustrates combination track-dormant scales. These all-purpose scales weigh units conveyed by the overhead track, as well as the conventional type of load on truck or pallet. The shallow pattern design of Detecto overhead track scales requires only 8 in. from top of track to scale support so that they can be installed even where headroom is low and at a premium. The free literature may be obtained by checking No. 4346 on the coupon, clipping and mailing to this publication.

No. 4347—'Keltose' For Baking Pies

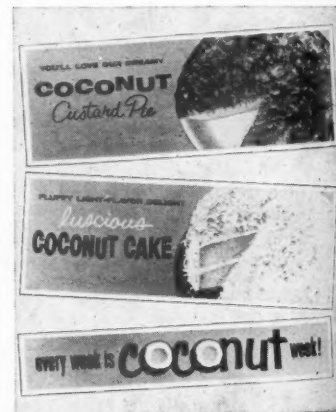
Kelco Co.'s algin product, Keltose, widely used for many bakery stabilization applications in icings, toppings, meringues and fillings is now being used at the California Pie and Baking Co. to retard baking "boil-off" in fresh apple pies. Used at about .25% of the total apple pie filling, Keltose is said to be particularly effective on sliced green apples of high moisture and acidity. Supplied in powder form, Keltose is readily soluble in water—one part easily absorbing 100 parts of water to form a soft gel. Keltose can be dry-blended with sugar and cinnamon in a horizontal type mixer. For details, check No. 4347 on the coupon, clip and mail.

No. 4348—Automatic Bread Weight Control

The Food Machinery and Chemical Corp., packaging machinery division, Stokes & Smith Plant, is offering a folder describing the new FMC bread weight controller equipment and the advantages of automatic weight control. Fully illustrated the folder explains how the machine works in conjunction with any divider to automatically reduce overscaling and bread giveaway. Individual photographs depict the operations performed by the equipment to accurately weigh each dough piece and automatically correct or reject over and underweights. Comments from a West Coast bakery, where the prototype was installed, document a savings of one-quarter ounce per loaf. Typical performance graphs are included which compare average loaf weights, with and without the automatic weight controller, indicating an annual saving of up to \$20,000 for a medium-large bakery. Specifications are given on speed, weight range, floor space, along with a diagram showing one of the numerous arrangements for installing the machine. The literature is available upon request. Check No. 4348 on the coupon, clip and mail.

No. 4350—Durkee Coconut Promotion

The second in a series of special merchandising kits is being supplied by Durkee Famous Foods. Designed to promote standard coconut items, without special names, the material can be used by bakers any time of the year. The new service idea came from surveys which showed that material of this type, to augment regu-



lar promotions, is in demand by the bakery trade.

The kits contain two 8½ in. by 22 in. full-color window banners. One features coconut cake, the other coconut custard pie. Also included in each kit are tested formulas with complete make-up instructions for the two subjects, in addition to two window banners reading "Every Week Is Coconut Week." Free merchandising kits on the two coconut subjects can be obtained by checking No. 4350 on the coupon, clipping and mailing to this publication.

No. 4349—Conversion To Polyethylene

A new low-cost lease plan for converting bread wrapping machines to use polyethylene has been announced by The Kordite Corp. The lease plan makes available to bakers a new and simplified conversion unit. Under terms of the new plan, Kordite will

Send me information on the items marked:

- ☐ No. 4342—Cabinets
☐ No. 4343—Band
☐ No. 4344—Handbooks
☐ No. 4345—Control
☐ No. 4346—Scales
☐ No. 4347—'Keltose'
☐ No. 4348—Control
☐ No. 4349—Conversion
☐ No. 4350—Coconut

- ☐ No. 4351—Printer
☐ No. 4352—Machine
☐ No. 4353—Fryer
☐ No. 4354—Bulletin
☐ No. 4355—Starch
☐ No. 4356—Extruder
☐ No. 4357—Display
☐ No. 4358—Bagging

Others (list numbers)

NAME

COMPANY

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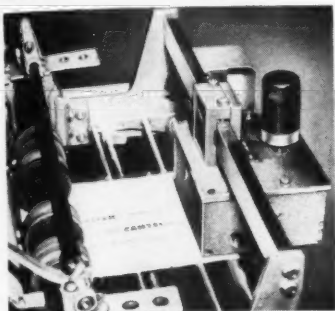
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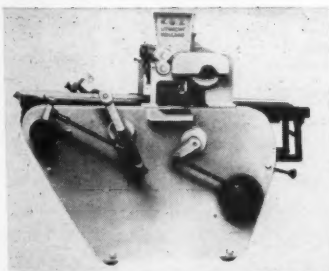
provide engineers to evaluate the machine for conversion, provide a conversion team to install a unit in one day, train bakery personnel on the site for an additional period of time, and provide a detailed operations manual. The new conversion unit is designed so that no major changes need be made in either AMF or National equipment. Heat controls are not removed, and the original heater plates can be adapted to or from polyethylene in less than an hour. For more information, check No. 4349 on the coupon, clip and mail.

No. 4351—Printer Diversifies Wrappers



Adolph Gottscho, Inc., cites the example of one cake specialty firm which has used its "Rolaprinter" successfully to print appropriate brand names and copy during wrapping. The saving, it is claimed, is in doing away with pre-printed wraps for the other bakeries, industrial and vending outlets to which the cake bakery supplies its products, sometimes in small quantities. Prior to use of the "Rolaprinter," the bakery encountered serious cost problems in down-time, inventory control and pre-printed wraps. Now, the cake bakery buys rolls of unprinted cellophane and uses its "Rolaprinter" to print the appropriate brand copy during wrapping. The "Rolaprinter" uses rubber dies and, reportedly, requires only a few minutes to change over from one customer's die to another. Check No. 4351 on the coupon, clip and mail for details.

No. 4352—Versatile New Cake Machine



The Dutch firm of Bakkerij-Machinefabriek K.G.Z. has introduced a small cake spraying and cutting machine that can provide cakes 10 in. by 25 in. with decorative rosettes, wreaths, spirals, comets, crescents and many other desired decorative shapes through the use of a rotary spraying nozzle. The machine feeds dough through three rollers, allowing the dough sufficient pressure to pass the mould without being forced. A resilient spraying tray under the rollers accurately breaks off the dough during the spraying. Because rotary action of the spraying nozzles can be varied between 0 and 370°, a closed ring can be made. The sturdily constructed and easily operated machine performs seven functions, vertical

spraying, spraying and drawing, zig-zag spraying, rotary spraying, rotary spraying and drawing, cutting with steel wire and drawing the dough over the entire length of the baking plate, either in strips or over the entire width of the plate. For details, check No. 4352 on the coupon, clip and mail.

No. 4354—Bulletin On Polyethylene Film

Commercial polyethylene film standards currently being circulated

for approval by the U.S. Department of Commerce are previewed in a new technical data bulletin published by U.S. Industrial Chemicals Co. The bulletin demonstrates how these standards can be applied by converters and end users of polyethylene film for packaging applications. One section is devoted to baked foods. The commercial standard will establish dimensional tolerances for polyethylene film and specifications for film properties, such as toughness, clarity and slip. When the standard is accepted by the flexible-packaging in-

dustry it will provide users with clear information as to the properties of the film they use. In previewing the system of standards, the bulletin presents a sample listing of packaging uses for polyethylene film along with desirable property requirements for each application including gauge as well as impact strength, slip and clarity. Numerical grades are given for each of the properties in terms consistent with the Commercial Standard. Impact strength, for example, is identified as Type I, normal—Type II, high. These ratings are designed

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BROLITE 1A

is a combination of
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with butter) reinforced with other
flavoring materials.



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686 Greenwood Avenue, N.E.
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"Dry yeast and automatic rehydration is part of the march of progress in baking"



E. F. Davidson, West Coast bakery pioneer. A leading spokesman for modern bakery methods.

"Yeastomatic" is a trademark of the Red Star Yeast & Products Company for automatic and semi-automatic machines for the rehydration of Active Dry Yeast.

E. F. Davidson, Davidson Baking Company, Portland, Oregon, looks at his new RED STAR YEASTOMATIC 50 from the vantage point of 50 years experience.

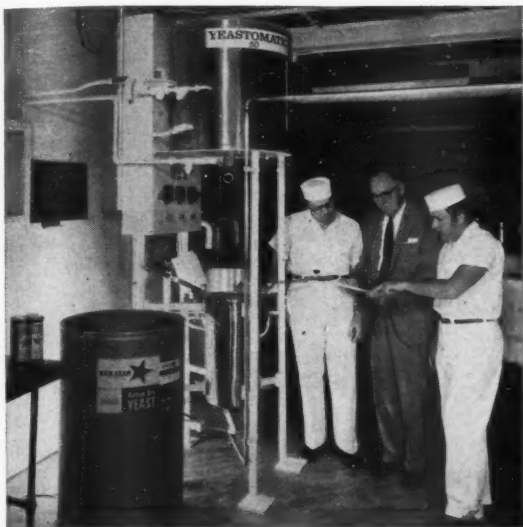
"I can remember when my father used to make yeast in a wooden tub from potatoes and a little starter," recalls E. F. Davidson, whose Davidson's Sunbeam Bread is one of the leading brands in Portland.

"Then, came compressed yeast. That was a real step forward. Now, we have another step forward in Red Star Dry Yeast and this automatic rehydrator, the Yeastomatic 50.

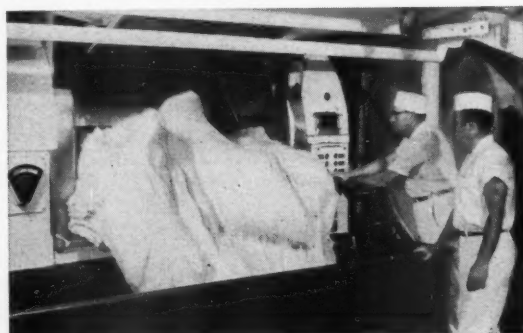
"Look at it this way. Progressive bakers no longer handle other ingredients in packages. Flour, syrup, shortening, sugar, etc., are delivered and handled in bulk. Why? Because it's easier, faster and more economical to handle. Why should yeast be an exception?

"When I saw Red Star's Dry Yeast and the machine, I asked myself why my men should lose time being janitors and laborers—unwrapping compressed yeast packages, cleaning up wrappers, running back and forth between refrigerators and mixers, crumbling yeast by hand. Especially in view of the fact that automatic mixing promises a more uniform product and should result in other cost savings.

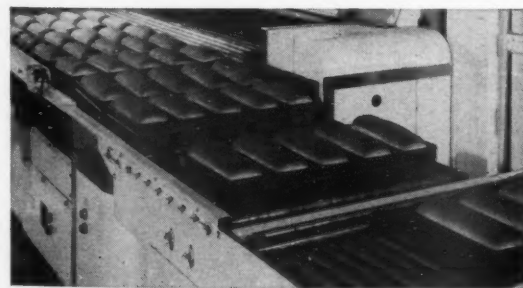
"I've always prided myself on making the highest quality product and trying to maintain the most modern, up-to-date bakery. When I saw the Yeastomatic 50, I knew I wasn't going to be the last to modernize my yeast operation."



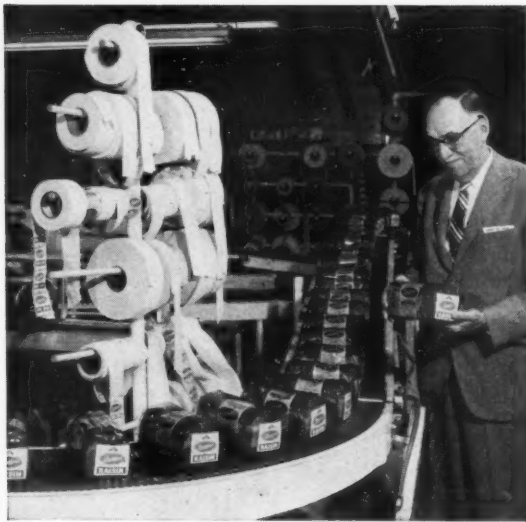
The Yeastomatic 50 being checked by Mr. Davidson; William Zimmerman, Superintendent of Production; and Wilbur Welty, Night Superintendent. Water is automatically heated to the proper temperature (105-115°) in the tank at the top and is measured into the mixing chamber below. The yeast, yeast food, enrichment and fungals are added to the chamber. Here the yeast is rehydrated and automatically piped out the bottom to the dough mixers.



"Dough mixing has become a completely integrated operation with the addition of the Yeastomatic 50 and Red Star Dry Yeast," Mr. Davidson reports.



Uniform loaves of white bread leave the oven. "There's no question that the dry yeast and the machine will give us greater uniformity in our products," Mr. Davidson says.



"The real test of any bakery operation is how well the packaged products move off the shelves," Mr. Davidson comments. "We're sure Red Star Dry Yeast and the Yeastomatic 50 have increased the saleability of Davidson's Sunbeam Bread."



Now, a careful appraisal of the product. Result: excellent. Although Davidson's Sunbeam Bread has already been scoring in the top ten in QBA analysis, Mr. Davidson now expects even better uniformity of quality.

You can experience the same advantages Mr. Davidson got with the Yeastomatic 50 and Red Star Dry Yeast in *your* bakery. For further information, write today to:

**RED STAR YEAST
& PRODUCTS CO.**

Dept. 400 • Milwaukee 1, Wis.



WORLD LEADER IN DRY YEAST

to guide users in their selection of film which meets their packaging requirements. As an aid to extruders, the bulletin also lists the suggested Petrothene resins to be used in producing films for specific end uses. Copies of this technical data bulletin, "Which Polyethylene Film Should I Use?" are available upon request. Check No. 4354 on the coupon, clip and mail to this publication.

No. 4355—Guide To Pre-Cooked Starch

A set of formulation sheets outlining the preparations of fruit pie fillings with Redisol No. 4, a pre-cooked cold-water-soluble starch thickener developed especially for the baking

industry by Morningstar-Paisley, Inc., is now available to commercial and institutional bakers. Redisol No. 4 provides natural tasting, clear, smooth-textured fillings while reducing preparation time and moisture loss, and eliminating the need for expensive cook-up and processing equipment. As a result, the pre-cooked starch allows bakers to produce top-quality pies easily and inexpensively, claims the manufacturer. Check No. 4355 on the coupon, clip and mail for details.

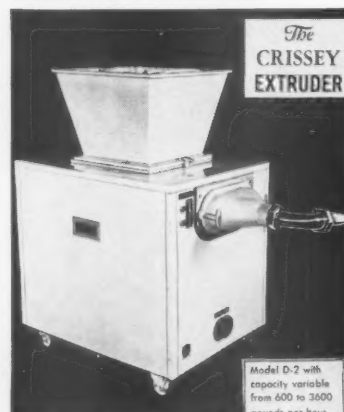
No. 4353—Sanitary Bakery Fryer

Anetsberger Bros., Inc., has introduced a new doughnut fryer which is 26 in. wide and 18 in. deep, front to



rear. It is bun-pan size for convenient operation and has streamlined, sanitary legs. A sanitary chrome steel front with either baked grey enamel sides or stainless steel sides is optional. A ventilator filter is available as special equipment if desired. The unit has a sanitary foldover drain-board, lift-out cradle and screens, if specified. The unit has an input of 60,000 btu's and requires only 65 lb. shortening for each load. It is available in 2, 4 and 6 h.p. models. For more information, check No. 4353 on the coupon, clip and mail to this publication.

No. 4356—Dough Extruder Available



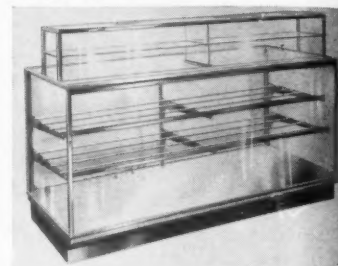
DCA Food Industries, Inc., announces that complete details, photos and specifications are now available on the newly designed Crissey sweet dough extruder. Joint research by engineering staffs of the Crissey Co. and DCA Food Industries has resulted in this newly developed unit. The purpose of this new extruder is to mechanize the first stage of sweet dough production, enabling the automatic handling of dough to the sweet dough make-up table. In conjunction with the extruder unit, a "relaxing conveyor" has been developed to achieve optimum results in volume and texture of the finished product produced with the extruder method. Another new development from DCA is a sweet dough base designed for use with the extruder method for either sponge or straight dough production. Details may be obtained by checking No. 4356 on the coupon, clipping and mailing to this publication.

No. 4358—Faster Bagging for Bakeries

Precision engineered machinery for fast bagging of bakery products is available from Tele-Sonic Packaging Corp. Designed for commercial bakeries and retail shops, the machines accommodate a generous supply of polyethylene, cellophane, paper, glas-

sine or mylar bags—lip or flush cut—for rapid bagging of bread, rolls, cookies, pies, doughnuts and bagels. Tele-Sonic machines automatically open each bag, permitting rapid product insertion to form attractive, snug-fitting packages. Machines are said to be easily adjustable to height and width. It is claimed, too, that one girl using a Tele-Sonic bagging machine can package as quickly and efficiently as three or four girls using conventional hand packaging techniques. A catalog sheet describing features of five different bagging machine models and naming commercial bakeries now using Tele-Sonic equipment is available upon request. Simply check No. 4358 on the coupon, clip and mail to this publication.

No. 4357—Bakery Display Case



Development of a new bakery and food display case for improved product visibility is announced by Arnold J. Heinen Co. The case is of glass and stainless steel. Called the "Kase-Mate," it has a higher proportion of glass surface, narrower full length light fixtures and bulbs out of sight beneath the frame. Standard bakery equipment includes two pairs of shelf brackets with crossbars of stainless steel rods for use with bakery trays. Adjustable columns on the ends permit adjusting of shelves to any desired height. Plate glass shelves can also be furnished if required. The floor of the case is a single sheet of white marlite. The "Kase-Mate" is available in standard, 76 in. size and is designed to match the new Heinen refrigerated bakery display case. Further details may be obtained by checking No. 4357 on the coupon, clipping and mailing.

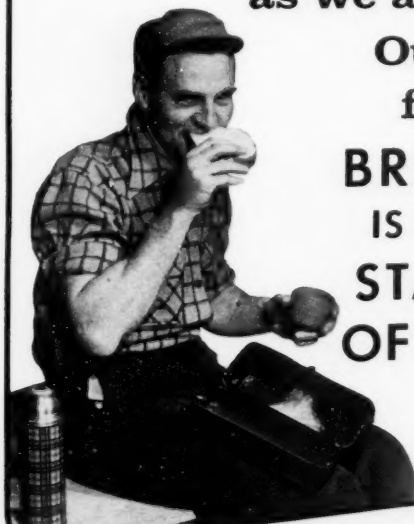
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For Bakers
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Quality Millers Since 1879
BUFFALO FLOUR
THE WILLIS NORTON COMPANY
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Be Proud of Your Job
as we are of
Ours,
for
BREAD
IS THE
STAFF
OF LIFE



CONSOLIDATED FLOUR MILLS CO.
KANSAS' LARGEST INDEPENDENT MILLERS
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GRAIN STORAGE
2,706,500 BU.



CAPACITY
8500 CWTs DAILY

Centennial MILLS, INC.

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Cable address: Centennial Mills, Inc., Portland, Oregon

- Domestic and Export Millers.
- Experienced in all types of bulk delivery.
- New... complete quality control and baked products laboratory.

- Complete line of fine quality Bakers' Flours.
- Fancy Durum and Winter Wheat Granulars for macaroni industry.



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Portland Crown Division

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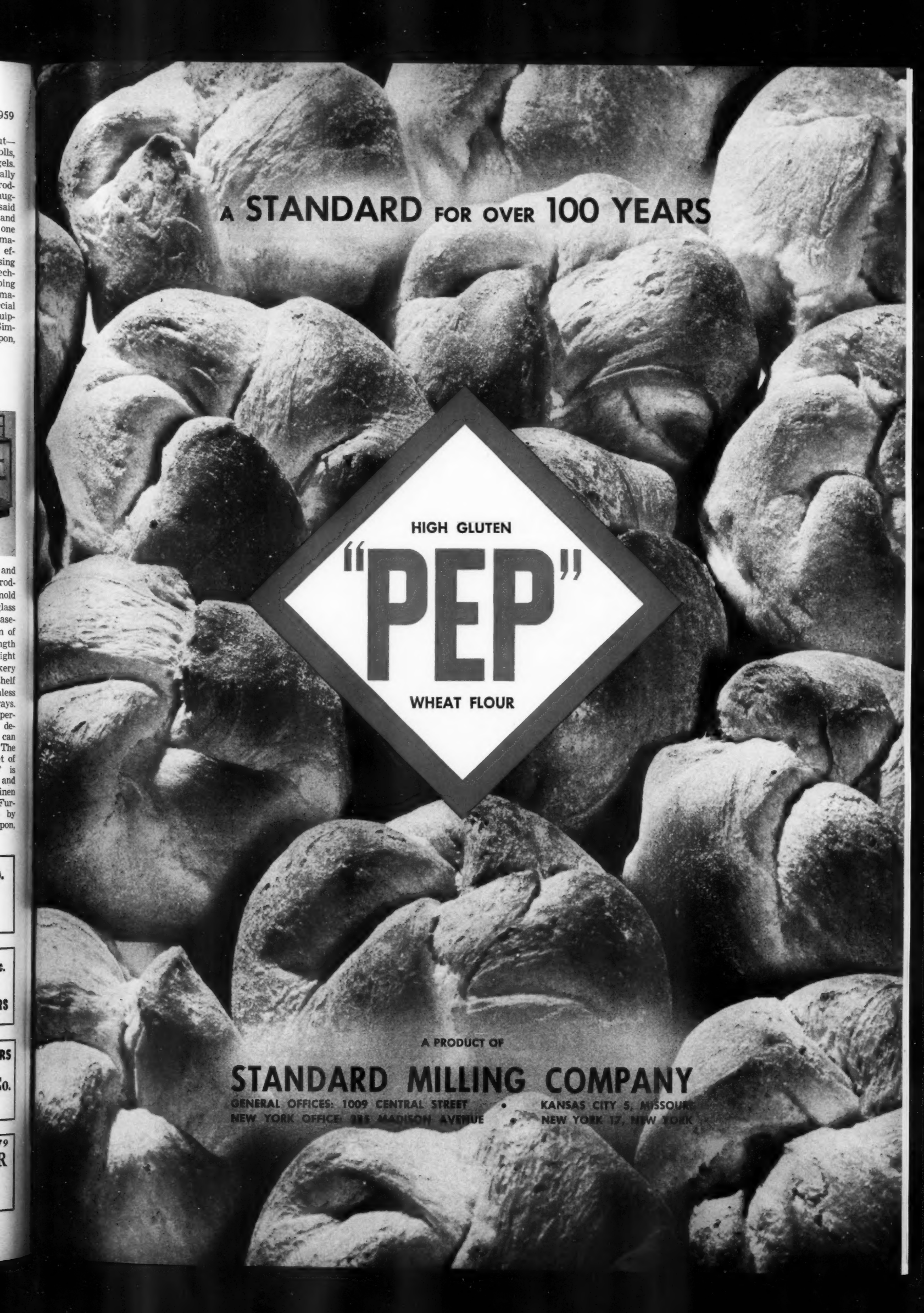
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WHEAT FLOUR

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Ring the Baker's Doorbell

William Robinson, Jr., former owner of the Blue Ribbon Bakery at Roundup, Mont., has leased his shop to Floyd and Ruth Buckalew, Glendive, Mont., who have repainted the bakery interior.

Hampton Bakeries, Inc., has been incorporated at Louisville. Incorporation was for \$100,000, with the owners listed as E. M. Hampton, V. M. Hampton and William L. Penker.

Bud and Alice Wittman have announced expansion of their Central

Cafe facilities at Stanley, N.D., to accommodate a bakery specializing in pastries, pies and cakes for special occasions and doughnuts. Earl Jensen is head baker.

Continental Baking Co. opened its remodeled bakery at 140 Canal St., New Haven, Conn., with an official ceremony, including a ribbon cutting by the city's mayor. Formerly devoted entirely to cake production, the bakery has been transformed into a modern plant exclusively for the production of sweet goods. James C. Grant is plant manager. Angelo Pagliuca is bake shop supervisor.

Franz Baking Co. of Portland, Ore., has purchased the outstanding stock of the Cherry City Baking Co. at Salem, Ore., according to Joseph E. Franz, Portland, and Grover C. Hillman, owner of the Salem firm. Mr. Hillman will remain temporarily as manager of the Salem establishment, but has announced plans for an early retirement. Franz Baking operates a bakery in Portland and has distribution points at Longview, Chehalis, Astoria, Albany, The Dalles and Salem.

Frank R. Vann, owner of Van's Model Bakery in Green Bay, Wis., has transferred ownership of his firm to John H. Bethe, an employee of the shop for the past 10 years.

Ticotsky's Bakery, Inc., New Haven, Conn., has filed a bankruptcy petition in U.S. District Court listing liabilities of \$45,677.74 and assets of \$12,300.

Kudner Agency has taken over all advertising for Arnold Brick Oven Cookeries, New York City. A sizeable portion of the account was awarded to Kudner earlier this year and emphasis was started on newspaper and radio advertising.

A complete bakery is being included in the new \$750,000 supermarket of Albertson's Food Centers at Portland, Ore. The chain, headquartered in Boise, Idaho, plans to build five supermarkets in the Portland area this year and several more next year. All baked foods to be sold in the Portland area will be made in the Albertson shops, with the exception of locally-made wholesale breads.

The Scranton, Pa., branch of National Biscuit Co., located in leased quarters at 1501 Sanderson Ave., is in the process of consolidation with the Forty Fort branch which occupies company-owned quarters, it was disclosed by Atherton F. Clifford, Scranton branch manager. Mr. Clifford, who is being transferred as manager of the Philipsburg, N.J., branch, said that transfer of stock and equipment to the Forty Fort branch is being made. Mr. Clifford served as manager since 1948. The Forty Fort branch is being mechanized for more modern receiving and shipping operations. The two branches, only 18 miles apart, were established when the automobile was in its infancy, and consolidation is now in line with company programming.

Woodrow W. Ward and Allen W. Brown have been issued a license to do business as Joe's Bakery at 516 W. Main St., Trinidad, Colo.

Continental Baking Co. has purchased a 15 acre tract at Valley Highway and E. 2nd Ave., Denver, on which it plans to build a new plant, probably this fall, to replace the present bakery at 600 W. 12th Ave.

Suit for refund of \$5,274.65 collected by the federal government in income taxes from the dissolved Sweetheart Baking Co., Inc., Bismarck, N.D., has been filed by Warren T. Whitson and R. E. Tellinghusen, trustees for the company. In an action directed against B. J. Rockwood, district director of internal revenue, the trustees allege the company was overtaxed on a land and buildings sale reported for 1956.

The Frontier Baking Co., a newly formed corporation at Cheyenne, Wyo., has purchased the Cheyenne Baking Co., 309 E. 16th, from Gene Sneesby of Casper, Wyo., according to George Pagliasotti, president and manager of the new firm. Plans are being made to remodel the present building and to add new equipment to increase the efficiency of the pres-

ent plant. Special lines for restaurants, cafes and grocery stores will be added. Bunny bread will continue to be baked, along with new items in the bakery line, Mr. Pagliasotti said. He has been associated with Star Bakery Co., Colorado Springs, Colo., for the past seven years.

Don Cadieux recently took over the duties of production manager at the Glendive (Mont.) Bakery.

The Fargo (N.D.) Bakery, 717 Eighth St. N., is celebrating its 40th year of operation. The firm was established in 1919 by Harry Howland who purchased the interests of C. S. Hektner. Present officers are Donald Howland, president; Harry Howland, vice president; Mrs. Harry Howland, vice president, and Miss Frances Knutson, secretary-treasurer.

Beck's City Bakery, Inc., Newport News, Va., has purchased a parcel of land and plans a \$175,000 improvement and expansion program.

Waldensian Bakeries, Shelby, N.C., will move its Shelby rolls production facilities to a new expanded plant at Valdesa, N.C., in about a year. A general sales office will be built in Shelby to handle all sales.

The Cake Box Bakers, Kansas City, Kansas, has been moved from 718 to 722 Minnesota Ave.

The Pie Shop Bakery at Enterprise, Ore., has been purchased by Veronica Perry from Mrs. Claire Boyce who has operated the bakery for the past 11 years. There will be no changes made in personnel or operational policies.

Bertha's Bake Shop is the name of a new retail operation opened at Harrisburg, Ore., by Mrs. Walt Bartel who made and decorated cakes at her home in Portland prior to moving to Harrisburg.

William Wishart, formerly in business with his father at Monterey and Carmel, Cal., has opened a new Wishart Bakery in a new Ashland, Ore., shopping center at the junction of Highways 66 and 99.

LINDSEY-ROBINSON & CO., Inc.
ROANOKE, VA.
Quality Soft Wheat Flours
for 75 Years

Lyon & Greenleaf Co., Inc.
MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Selfrising
LIGONIER, IND.

"Best Out West"
"Red Chief"

Four Top Notch Spring Wheat Flours
Sheridan Flouring Mills, Inc., Sheridan, Wyo.

"Diamond D"
"Wheats Best"

Uniformity
the priceless quality in flour

yours always with...

Acme-Evans Flours

ANGELITE—cake flour

COOKIE KING—cookie and dough-up flour

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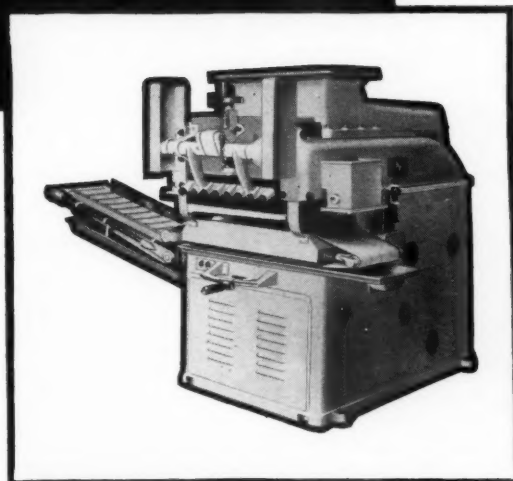
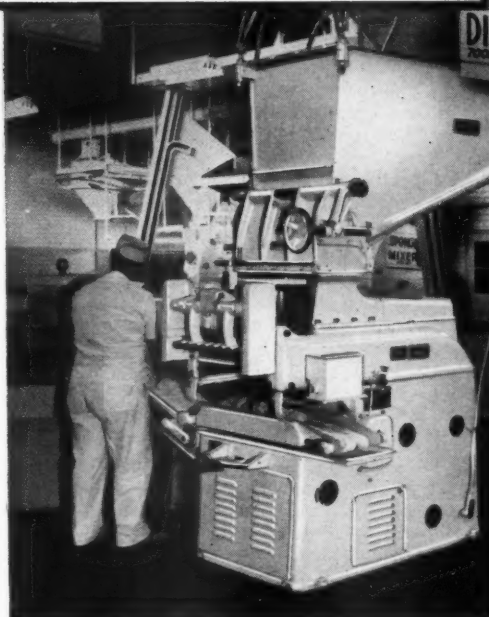
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BROWN'S HUNGARIAN
America's Premier Cake Flour
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YOUR DONUT &
SWEET GOODS
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FOR ACCURACY AND DEPENDABILITY

Hundreds of Baker Perkins Dividers in dependable daily operation throughout the country attest to the outstanding design and the durable, rugged construction of this machine. Little wonder that the B-P Divider is the standard of the baking industry for accuracy and dependability.

- Baker Perkins exclusive automatic ram pressure compensator assures uniform pressure on the dough throughout the entire scaling range.
- Piercing rod pistons, an original B-P development, eliminates erratic scaling of tough or gassy doughs.
- Ni-Resist knife, dough chamber and division box are corrosion-resistant, readily accessible and easy to clean.

- Consistently accurate scaling insures exact full weight in every loaf.
- Now available in new 6 and 8 pocket high production models for 25% greater capacity.

Let a Baker Perkins sales engineer give you all the details on the B-P Dividers and other B-P equipment.

BAKER PERKINS INC.

SAGINAW, MICHIGAN

B • P EQUIPMENT COSTS LESS IN THE LONG RUN

Bakers Advised Against Doing Today's Business with Yesterday's Methods

CHICAGO—"Today we are at the beginning of the most promising, the most glorious period in our history; but we are also facing the most destructive and fiercely-fought competitive battle in the history of the baking industry." In substance, that is the manner in which Don F. Copell, executive director, expressed himself at the fourth annual general managers' conference of the W. E. Long Co. Independent Bakers Cooperative.

"In this struggle," Mr. Copell warned, "somebody is going to be hurt—and that somebody is the fellow who fails to realize he can't do business today with yesterday's methods and hope to stay in business tomorrow."

"Today you have to fish where the fish are and when they are running. Today we have to go out after a share of the business that nobody might have had, if we had not gone after it ourselves. There will be objections to everything new we try today. Nothing in this world will ever be accomplished if all possible objections to any project have to be removed before we start. The smart man in this world is the man who takes people and conditions as they are, and makes them work to his advantage," concluded Mr. Copell.

Progress Reviewed

The conference of the 78 bakery members was opened by Bruno Peterson of the Nissen Baking Corp., Portland, Maine, president of the cooperative. Mr. Peterson pointed to the fine progress the co-op made the past year and of the development of training courses for managers, supervisors and shop personnel. He spoke

of shop scheduling and a new marketing program. He also told of the success of the regional meetings designed to acquaint members with new and expanded services, and detailed plans for future growth and expansion.

Leroy King, editor of Food Topics, told members they must know supermarket operation and problems in order to do a better selling job. He also said that supermarkets need help at the point of sale; that bakers should do a better job of tying-in with store-wide promotions. On the subject of related item promotions, Mr. King said that the best are "those related to the cash register."

Ed Van Poolen, director of engineering, and Rowland Clark, director of product control, reported on continuous bread making and progress to date.

Robert Burbach of Progressive Grocer explained and described with slides the Tru-Valu supermarket study and its significance to the baking industry.

John D. Corrigan, managing director of the Executive Institute, told the bakers, "The profit results you achieve will be in direct ratio to your management ability to stimulate employees, as that is the source of their power. The profit power of every company lies in its human relations policies which generate and release human energy."

Earl Nightingale, speaker on personal motivation, emphasized the need of a goal to attain success, whether it be personal or a business success. He said, "Success is the progressive achievement of a goal. We should know where we are going. It

is as necessary to have goals in life as it is to have goal posts for a football game or a home plate in baseball."

The highlight of the social side of the three-day meeting was a cocktail party and dinner dance given for members and their wives.

—BREAD IS THE STAFF OF LIFE—

Plastic Door Provides Saving In Refrigeration

DENVER—At least 25% of the refrigeration costs in the bakery of the Brown Palace Hotel, Denver, has been eliminated, it is claimed, by the installation of a recent development in walk-in refrigerator doors.

A custom built plastic door weighing approximately 110 lb. and one inch thick replaces the standard heavy metal or wooden door usually used—providing a "sight inventory" of bakery products through the door instead of by opening it for a check inside. The saving, of course, is made by the necessity to open the plastic door only about one-fifth as much as standard doors.

The door is said to be completely transparent, permitting the bakers to check on materials swiftly without going inside. Also, the time saved in opening the door is used for greater productivity on the part of Brown Palace bakers.

Other advantages claimed are elimination of the problem of propping a door open several times a day to take bakery products in and out. When the "sight inventory" discloses that a trip is necessary, it is made; otherwise the door remains closed. It



PLASTIC DOOR—The Brown Palace Hotel bakery, Denver, has installed this plastic door to provide a "sight inventory," thereby cutting its refrigeration costs through elimination of trips through the door. The door also permits more production time on the part of the bakers by using time customarily spent going in and out of the refrigerator.

is claimed, also, that the bakery can operate for as long as two days at a time without opening the refrigerator at all.

The walk-in box was custom built for the Brown Palace by Armstrong Cork Co. and installed by a local electrical contractor.

The management states that the 38 degree temperature required inside can be maintained with no more refrigeration capacity for the non-insulated plastic door than for the five to eight-inch thick steel and wooden types normally used with this type of walk-in refrigeration.



KEEP THIS UNDER YOUR HAT:

QUAKER BAKERS FLOUR is specially designed for the specific needs of the modern baker. Costing no more than ordinary flours, this highest-quality short-patent flour has the *versatility* to create superior results in every bakery item you produce.

Call . . . Write . . . or Wire to:

The Quaker Oats Company
Chicago, U.S.A.

Mills at Cedar Rapids, Iowa • St. Joseph, Mo. • Sherman, Texas
and Los Angeles, California



STERWIN GIVES YOU MORE... AT NO EXTRA COST!

1 YOU GET MORE PRODUCT-WISE



With B-E-T-S® Enrichment Tablets, Sterwin Enrichment Service offers you the widest variety of tablets in the field . . . one type just right for your enrichment need. And B-E-T-S Tablets contain Ferrous Sulfate . . . the highly assimilable form of iron . . . an exclusive feature at no extra cost!

2 YOU GET MORE SERVICE-WISE



Sterwin recommendations for improving your enrichment procedure are based on the *longest* experience in the field. For B-E-T-S is the *original* bread enrichment tablet. And this service is provided by your Sterwin Technical Representative, a specialist thoroughly trained to understand your enrichment needs.



**SELL MORE
ENRICHED BREAD—**
feature this emblem in your
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the ABA, or write Sterwin.

Yet this superior product-service combination costs no more than ordinary bread enrichment.

And for the B-E-T-S Tablets you want . . . when you want them . . . Sterwin maintains a nation-wide network of warehouses. Keeping delivery promises is a Sterwin tradition.

Discover how Sterwin can give you easier, more accurate, more economical bread enrichment. Remember, it costs no more.

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STOCKS SHIPPED FROM: Atlanta, Dallas,
Denver, Evanston, Ill., Kansas City, Mo.,
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NRBW Is April 18-30

Dates for Retail Bakers' Week Cover Longer Period in 1960

CHICAGO—National Retail Bakers Week will be the bakers' dozen of days from April 18 to 30, 1960, according to the committee in charge of selecting the dates.

This 13-day period includes two week ends and is an answer to those retail bakers who expressed the view that all of the planning, promotion and activity for previous bakers' weeks were deserving of more time than actually allotted.

Other features of NRBW which will be carried over into 1960 include the "share plan" of promoting national activities by selling retail bakers' week stock certificates, and the Little Miss Muffin contests at both the local and national levels. Plans are to crown the 1960 Miss Muffin at the Associated Retail Bakers of America convention in Milwaukee some time between May 22 and 25.

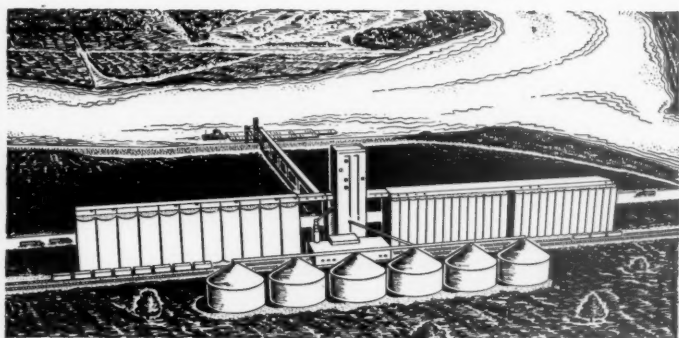
Gordon Nash, Priscilla Bakery, St. Bernard, Ohio, ARBA's first vice president, is retail bakers' week chairman. Walter R. Schuchardt, Lake Forest Pastry Shop, St. Louis, ARBA past president, and Jack Eagen, Procter & Gamble, are co-chairmen.

Chairman Nash, in reviewing past NRBW promotions, voiced the sentiment of the entire committee, the officers, directors and staff, when he said, "NRBW is a promotion designed for long range benefits for all retail bakers of America. Though we select products for specific promotion during the period and advocate extra effort and fanfare for greater sales, our prime fanfare is to make consumers conscious of our bakeries and fine products every day of the year. In other words, we are simply taking a leaf from the pages of modern merchandising. The greater the effort of each individual retail baker during NRBW, the greater the future possibilities for himself and every other retail baker in the days ahead. Supporting NRBW to the hilt can well be defined as 'selfish unselfishness'."

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DOWAGIAC MILLING COMPANY
MANUFACTURERS OF FINEST MICHIGAN
SOFT WHEAT PIE AND COOKIE FLOURS
DOWAGIAC, MICHIGAN
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We Specialize in Dark Varieties
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Evans Milling Co., Inc.
INDIANAPOLIS, IND., U. S. A.
Manufacture Kiln-Dried
DEGERMINATED CORN PRODUCTS
Capacity, 16,000 Bushels



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SINCE 1907**

BALTIMORE 1-1212



ARBA PLANNERS—Plans are moving ahead for the 1960 Milwaukee convention and exhibition of the Associated Retail Bakers of America, thanks to this group. Pictured at a recent meeting are members of the ARBA executive committee, members and representatives of the Milwaukee Retail Bakers Assn. and the Wisconsin Bakers Assn. They are, seated left to right, Gordon Nash, Priscilla Bakery, St. Bernard, Ohio, ARBA first vice president; L. Carroll Cole, Cole Bakeries, Inc., Muskegon, Mich., ARBA president; Fred H. Laufenburg, executive secretary, Wisconsin Bakers Assn., Inc.; Joseph Vann Vann's Pastry Shops, Milwaukee, ARBA director; Trudy Schurr, ARBA executive secretary, and George Schussler, ARBA honorary director; standing, left to right, Gerry Kirk, Standard Brands, Inc., New York; Paul M. Baker, Jenny Lee Bakery, McKees Rocks, Pa., ARBA past president; Lew Johnson, Red Star Yeast & Products Co., Milwaukee; Martin Olson, Bungalow Bake Shop, St. Paul, ARBA second vice president; Jack Neldam, Neldam's Danish Bakery, Oakland, Cal., ARBA third vice president; Bernard Bowling, Plehn's Bakery, Louisville, ARBA treasurer; Hugo Bomberg, Bomberg's Better Bakeries, Milwaukee, ARBA director, and Fred W. Pochlmann, Joseph Pochlmann Baking Co., Milwaukee. The convention is scheduled for May 22-25.

Continental Baking Names Scholarship Winners for 1959

RYE, N. Y. — Two Indiana high school seniors, one from Buffalo and another from Akron, Ohio, comprise the four students chosen to receive Continental Baking Co.'s 1959 scholarship awards, it has been announced by R. Newton Laughlin, president.

The scholarships include cash grants and four years of tuition at Florida State University, Tallahassee, the only institution in the country with a separate baking school.

The students are:

Ronald Boersma, son of Joseph J. Boersma, bread shop superintendent with the Hall Baking Co., Buffalo. A senior at Canisius High School, Buffalo, he was president of the junior class, is vice president of the senior class, president of the science club and a member of the student council.

James C. Fredericks, son of Charles Fredericks, office manager of Continental's Indianapolis bakery. A senior at Warren Central High School, Indianapolis, James has been sports editor of the school paper and yearbook, and school reporter for the Indianapolis Star. He has been active in Scouts, 4-H and church groups.

Charles Hardwick, son of Joseph F. Hardwick, employed in Continental's Akron bakery. A student at Akron Central High School, he is president of the student council, a member of the National Honor Society and reporter for the school paper. He has been a member of the varsity baseball, basketball and cross country teams.

William J. Kinman, son of Delbert Kinman, a Hostess Cake salesman in Continental's Vincennes, Ind., agency. A resident of Bicknell, Ind., William was recently graduated from the Bruceville High School. He was class president for three years, assistant editor of the yearbook, and captain of the baseball and basketball teams.

ANN PALMER

(Continued from page 21)

eral manager, positions which he continued to fill until the time of his death. Mr. Lightner was vice president and general production manager. After Mr. Hollis' death he took over as general manager, continuing as vice president. Mrs. Hollis became president. Ann Palmer is owned jointly by the Hollis and Lightner families, and they all take an active part in its operation.

Mr. Lightner's father, from whom he learned baking, was a baker in Nebraska. Striking out on his own, Mr. Lightner came to Portland 21 years ago and went to work as a baker for Davidson Bread Co. Then, feeling he wanted a change, he went on the road selling bakery equipment for Gray & Co. Later, following his meeting with Mr. Hollis, plans were made to form the Ann Palmer company.

Mr. Hollis, too, had a baking background, actually arriving in Portland about the same time as Mr. Lightner, after a period of time in sales work in Seattle. He liked Portland from the start, decided to make it his home, and the die was cast that eventually would result in merger of the talents of both men into the Ann Palmer firm.


—BREAD IS THE STAFF OF LIFE—

CAMPAIGN PLANNED

LOS ANGELES—Union Maid Bakery here has launched the most intensive advertising campaign in its history. The campaign will be handled by the Edward J. McElroy Advertising Agency, and calls for use of the four metropolitan Los Angeles daily newspapers, two nearby community dailies, five radio stations and three trade publications.


for ALL your flour...
SPRING...HARD WINTER...SOFT WHEAT

**THE BEARDSTOWN MILLS
COMPANY**
BEARDSTOWN, ILLINOIS



IT PAYS TO BUY

American Flours



AMERICAN FLOURS, Inc.

Cookie Baking Firm Orders Its Sugar In Bulk Lots and Earns Neat Discount

SPOKANE, WASH.—Brownie Baking Co. of Spokane, a prime supplier of cookies to Montana, California and the Inland Empire, has spent several years developing a system of bulk sugar handling, using Tote Bins, which now appears to be more than paying its way in savings.

Since 1952, Brownie has received its sugar by flatbed trailer trucks, carrying Tote Bins, each holding 3,850 lb. sugar. As a result of this, Brownie reportedly saves 15¢ to 18¢ cwt. in bulk discount—about \$5.70 to \$7.01 a bin, or a direct discount of \$51.30 to \$63.90 a truckload—because each truck brings nine bins at a time.

The initial cost of the system was financed by the refinery from which Brownie Baking obtains its sugar, the Moses Lake (Wash.) refinery of Utah-Idaho Sugar Co., and has been repaid from bulk discounts received by the baking firm. According to Tote Systems, Inc., Beatrice, Neb., supplier of the units, the average bakery amortizes the Tote System in well under two years, some in less than one year. Generally, interplant handling of sugar with Tote System results in an average saving of approximately 35¢ cwt. through unloading, warehousing, discharging, clean up savings, reduction of product loss and bulk handling discounts.

Brownie Baking, however, has managed to push its savings higher by pulverizing its own sugar for icing. Brownie saves close to 40¢ cwt. on superfine sugar. According to Jack Blum, Brownie production manager, the savings effected by bulk handling have brought about a management decision to take a "closer look" at the

possibility of handling flour in bulk, even though flour usage is considerably less than sugar in the cookie factory.

System in Operation

The existing sugar handling system in use starts when the nine full containers are removed by a standard fork truck and taken to the storage-discharge area directly adjacent to the loading platform. When the truck leaves, it takes nine empty aluminum bins back to the refinery for a new load. During the peak Girl Scout cookie season and high demand for base cake and sandwich cookies during the hotter months, the turnaround of empties and fulls increases.

After arrival, bins are double-tiered in the Tote Tilt area, a discharge mechanism whereby the bins become self-discharge hoppers, adapted from their earlier roles of shipping containers and hermetically-sealed storage units.

The bins are tilted 45° and the contents gravity discharged into a bucket elevator which carries the sugar one floor to the screw conveyor, which in turn, feeds two surge hoppers. The first hopper is on the second floor of the bakery for granulated sugar. When that is filled, the sugar automatically switches to the most distant hopper, which is preceded by a pulverizer, thus providing the icing sugar required by the bakery. Both hoppers always are filled and ready for discharge into the process. The Tote Bin, sealed into place on the Tote Tilt by air-tight gasketing, is ready to refill the hoppers as soon as they empty.

All the hoppers are controlled on the main floor near the mixers. Either



TRANSPORTING BINS—Tote Bins at Brownie Baking Co. are moved by fork lift truck. At the same time, the bins serve as shipping container, storage unit and discharge hopper. The Spokane cookie baking firm is able to earn a bulk discount of \$5 to \$7 a bin on just its granulated sugar because of lower costs of handling, warehousing discharge and clean-up.

hopper may be called for and the required amounts drawn off and weighed during discharge. No hand-dumping or cleanup operations are necessary, even though the formulations may call for small amounts. The "flexible automation" offered by the system requires only one discharge operation after placing the bin on the tilt mechanically by fork lift. That is the switching of the surge hopper into the batch weigher.

According to Mr. Blum, the Tote Bins are received in an area of 288 sq. ft., then stored and emptied with an amount of labor equal to—or less than—silo handling. Double-tiering of the bulk containers, according to Mr. Blum, permits the best possible use of compact areas, especially in a plant such as Brownie Baking, where space is at a premium. Also, the hermetic seal of the Tote Bins allows outside storage—without moisture pick up—during rush periods.

Paper Box Tonnage, Shipments for June Exceed Last Year

CHICAGO—June shipments of folding boxes exceeded the year-ago dollar volume by 6.2%, the Folding Paper Box Association of America has announced. Tonnage for the month was 4.6% ahead of June last year.

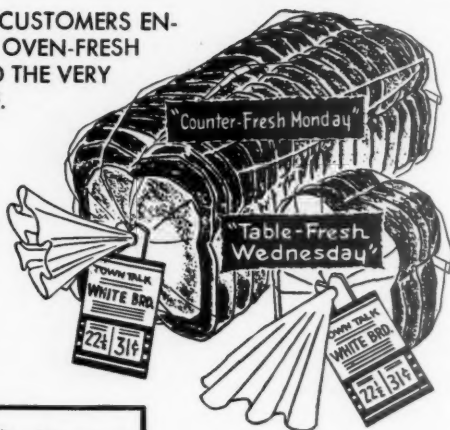
Increased business in June, added to gains recorded in April and May, boosted carton volume in the second quarter to 5.8% above year-ago levels. Tonnage in the three-month period was 4.6% ahead of 1958.

Totals for the half year show dollar volume 4% and tonnage 3.4% ahead of the first half of 1958. The brisk rise in folding carton business extended to every section of the country, with dollar volume in the first six months of 1959 ranging from 2% to 13% ahead of last year.

Most improved area was the Pacific Coast, followed by the North Central, Eastern, and Southern areas in that order.

WHY NOT PROTECT THAT FRESHNESS WITH A RE-CLOSABLE PACKAGE?

LET YOUR CUSTOMERS ENJOY THAT OVEN-FRESH FLAVOR TO THE VERY LAST SLICE.



Write for Literature and Samples

- Kwik Lok Stock Design Closure-Labels.
- Kwik Lok Assorted Color Closures for Code-Dating.
- Vu-All Plastic Bags.
- Combination Units That Include All Necessary Packaging Supplies.

IT TAKES JUST A TWIST OF THE BAG NECK AND A SNAP OF THE FINGERS TO OPEN OR CLOSE ANY KWIK LOK'D PACKAGE. BREAD THAT IS "OVEN FRESH" MONDAY IS "TABLE FRESH" WEDNESDAY.

Kwik Lok Corp., Box 2098
Yakima, Washington



HOPPERS—At Brownie Baking Co. of Spokane, one of these hoppers receives granulated sugar and the other receives pulverized sugar. By doing its own pulverizing, Brownie saves 40¢ cwt. on superfine sugar.

The Williams Bros. Co.
Merchant Millers KENT, OHIO, U. S. A.
Millers of Soft Winter Wheat.
We specialize in laboratory controlled production of superior Cake, Pastry and Cracker Flours from carefully selected wheats.

DAVID HARUM "Regular" Bakers Flour

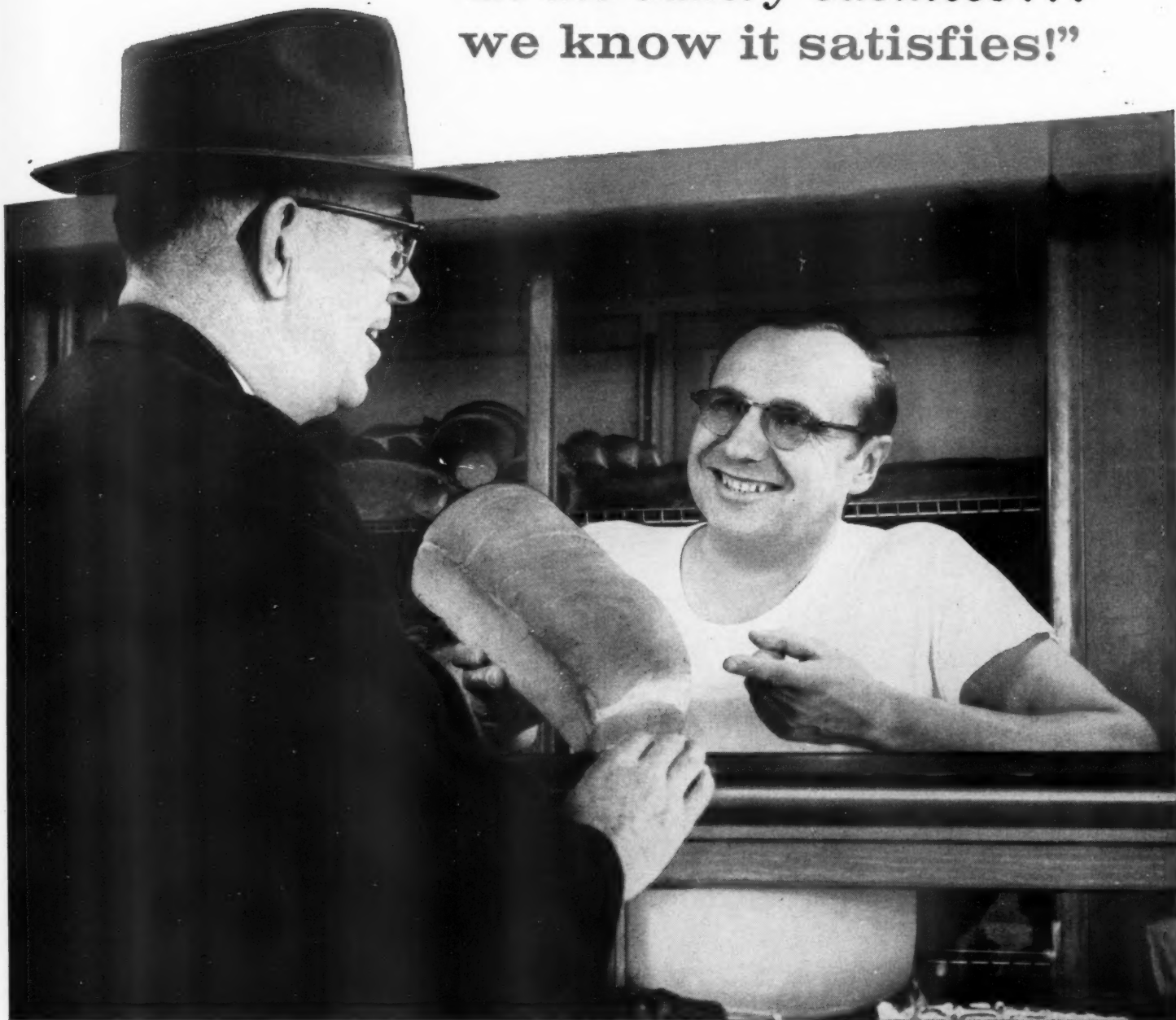


LEXINGTON MILL & ELEVATOR COMPANY
Lexington, Nebraska

KNAPPEN MILLING COMPANY
Producers of
BEST QUALITY MICHIGAN
CAKE & BAKERY FLOURS
AUGUSTA, MICH. TEL: Redwood 1-300

J. F. IMBS MILLING CO. ST. LOUIS, MO.
Millers of Hard and Soft Wheat Flour
DAILY CAPACITY 4,200 CWTs. SACKS

*"In the bakery business . . .
we know it satisfies!"*



John Lukach, Northbrook Bakery, Minneapolis, shows "Mr. American Farmer" where the story of "From Field to Flour" ends.

This is what King Midas has done: "From Field to Flour." A successful result of combining these methods; to buy the best quality wheat obtainable;

to process it with the most up-to-date milling equipment; to protect and maintain quality by scientific methods and milling experience; and the last and most important is to satisfy the bakers' needs.

Bakers both large and small know that this is the King Midas story that is enacted for them each day.

King Midas FLOUR MILLS
MINNEAPOLIS  MINNESOTA

On the job
when it counts . . .
AMERICAN NATIONAL
RED CROSS



Convention Calendar

August

Aug. 23-24—Indiana Bakers Assn., annual golf party, South Shore Inn, Lake Wawasee, Syracuse, Ind.; sec., F. A. Doll, 2236 E. Michigan St., Indianapolis, Ind.

September

Sept. 5-7—Southwest Bakers Assn., annual convention, Western Skies

Hotel, Albuquerque, N.M.; sec., R. J. L. Kilgore, 319 S. First St., Albuquerque, N.M.

Sept. 13-15—Southern Bakers Assn., annual production conference, Atlanta Biltmore Hotel, Atlanta, Ga.; pres., Benson L. Skelton, SBA, Inc., 703 Henry Grady Bldg., 26 Cain St. NW., Atlanta 3, Ga.

Sept. 18-22—New Jersey Bakers Board of Trade, Inc., retail bakers

CALENDAR FOR 1959-60											
AUGUST			SEPTEMBER			OCTOBER			NOVEMBER		
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26	27	28	29	30	31						
DECEMBER			JANUARY			FEBRUARY			MARCH		
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APRIL			MAY			JUNE			JULY		
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26	27	28	29	30	31						

convention and exhibition, Shelburne Hotel, Atlantic City, N.J.; sec., Michael Herzog, Standard Brands, Inc., 48 Cleremont Ave., North Brunswick, N.J.

Sept. 20-21—Wisconsin Bakers Assn., Eau Claire Hotel, Eau Claire, Wis.; exec. sec., Fred H. Laufenburg, 6173 Plankinton Bldg., 161 W. Wisconsin Ave., Milwaukee 3, Wis.

Sept. 26-27—Nebraska Bakers Assn., annual meeting, Town House, Omaha, Neb.; sec., Louis F. O'Koniski, 1806 Chicago St., Omaha, Neb.

Sept. 28-30—Missouri Bakers Assn., annual fall meeting, Arrowhead Lodge, Lake of the Ozarks, Mo.; sec., George H. Buford, 2214 Central Ave., Kansas City, Kansas.

October

Oct. 2-4—Virginia Bakers Council, Inc., fall meeting, Natural Bridge Hotel, Natural Bridge, Va.; sec., Harold K. Wilder, 5 S. 12th St., Richmond 19, Va.

Oct. 11-13—Kentucky Master Bakers Assn., annual convention, Sheraton-Seelbach Hotel, Louisville, Ky.; sec., Albert J. Wohleb, 1814 Greenwood St., Louisville, Ky.

Oct. 16-17—Baking Industry Sanitation Standards Committee, fall meeting, Hotel Sherman, Chicago, Ill.; exec. sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

Oct. 17-21—American Bakers Assn., annual meeting and convention, Hotel Sherman, Chicago, Ill.; sec., Harold Fiedler, 20 N. Wacker Drive, Chicago, Ill.

Oct. 18—Bakery Equipment Manufacturers Assn., fall meeting, Hotel Sherman, Chicago, Ill.; exec. sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

November

Nov. 2—Connecticut Bakers Assn., fall convention, Hartford, Conn.; sec., Charles Barr, 584 Campbell Ave., West Haven 18, Conn.

Nov. 16-17—New England Bakers

Assn., fall convention for members only, Sheraton-Plaza Hotel, Boston, Mass.; sec., Mae G. Greechie, 945 Great Plain Ave., Needham 92, Mass.

1960

January

Jan. 9-12—Ohio Bakers Assn., Commodore Perry Hotel, Toledo, Ohio; sec., Clark L. Coffman, Seneca Hotel, Columbus, Ohio.

Jan. 24-26—Pennsylvania Bakers Assn., golden anniversary convention, Penn-Harris Hotel, Harrisburg, Pa.; sec., Theo Staab, 600 N. Third St., Harrisburg, Pa.

February

Feb. 5-7—Bakers Association of the Carolinas, annual stag outing, The Carolina, Pinehurst, N.C.; sec., Mary Stanley, Box 175, Rockingham, N.C.

April

April 24-26—Texas Bakers Assn., Austin Hotel, Austin, Texas; sec., Mrs. Edward Goodman, Texas Bakers Assn., 1134 National Bldg., Dallas 1, Texas.

May

May 9-11—Biscuit & Cracker Manufacturers' Assn. and the Biscuit Bakers Institute, Inc., 1960 joint meeting, The Plaza, New York; sec. B&CMA, Walter Dietz, 20 N. Wacker Drive, Chicago 6, Ill.; sec. BBI, Harry D. Butler, 90 W. Broadway, New York 7, N.Y.

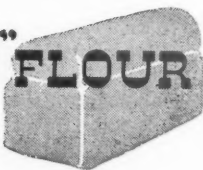
May 22-25—Associated Retail Bakers of America, annual convention and exhibition, Municipal Auditorium and Hotel Schroeder, Milwaukee, Wis.; exec. sec., Trudy Schurr, 735 W. Sheridan Rd., Chicago 13, Ill.

—BREAD IS THE STAFF OF LIFE—

NET PROFIT RISES

NEW YORK—George L. Morrison, chairman of the board of General Baking Co., announced that net profit of the company for the 26-week period ended June 27, 1959 (after federal income taxes of \$1,296,831), amounted to \$1,140,770, equal to 51.5¢ a common share after meeting preferred dividend requirements. This compares with net profit for the corresponding period of 1958 (after federal income taxes of \$1,208,332) of \$1,059,832, or 46.3¢ a common share.

"Golden Loaf" FLOUR



Milled from choice spring wheat under modern laboratory supervision for particular bakers—aged—aerated—bulk or sack loading.

Quality Flour for 58 Years

TENNANT & HOYT CO.
LAKE CITY, MINNESOTA

Our brands have become identified with quality the world over. . . . Extensive experience with top-quality wheats from Montana, Idaho, Washington and Oregon milled in the largest flour mill on the West Coast means flours of consistent uniformity and highest quality.

ORIGINATORS OF THE EFFICIENT AND ECONOMICAL BULK-PAK FLOUR BIN

FISHER FLOURING MILLS CO., Seattle, U.S.A.

Domestic and Export Millers

CLIFF H. MORRIS & CO.

Eastern Representative

82 Beaver Street, New York City

Fisher's



All Grades

RYE FLOUR

1000 cwt. Flour—250 cwt. Meal

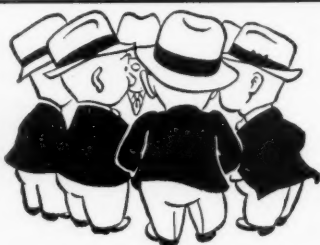
GLOBE MILLING COMPANY
WATERTOWN, WISCONSIN



**Good bread is the product
of perfect fermentation...
and fermentation starts
in the yeast plant**



ANHEUSER-BUSCH, INC.
Bakery Products Division



TRADE PULSE

● Star Baking Co., Colorado Springs, Colo., has promoted **Robert C. Bailey**, office manager for four years, to the position of general manager. **L. A. Halvorson**, assistant sales manager for three years, has been promoted to sales manager.

● Rainbo Co., a bakery at Phoenix, Ariz., has elected **J. B. Hughson** as president and general manager. He succeeds **Clarence Edlund**, who now becomes chairman of the board. **Vernon Russell**, who has been associated

with the company for 16 years, has been appointed as sales manager to succeed Mr. Hughson. Mr. Edlund served as president and general manager of Rainbo from the date it was purchased from Vance Bros. Baking Co. in 1938. During that time the firm has expanded its operations to northern, central and southern Arizona and to Parker, Blyth and Needles, Cal. The firm also has a plant in Tucson, Ariz.

● The Kitchens of Sara Lee, Inc., Chicago, has appointed **Walter E. Trask** as secretary and controller, it was announced by **Charles W. Lubin**, president. Prior to joining Sara Lee, Mr. Trask was employed by A. T. Kearney & Co., management consultants, Chicago.

● Read Standard Division of Capitol Products Corp., York, Pa., has named **Charles R. Joyce** as advertising man-

ager, according to **Wallace Friedman**, director of advertising for Capitol Products. Mr. Joyce will have charge of advertising and sales promotion for the division's bakery equipment, chemical apparatus and special products lines.

● **Howard Baer**, Howard Paper Co., Atlanta, Ga., is now serving as chairman of the Merchants Advisory Council, a group of paper merchants which



A. T. Safford

meets periodically with representatives of **Olin Mathieson Chemical Corp.** to discuss methods of improving the distribution and marketing of its bag and paper products. **Don McCune**, McCune Paper Co., Salina, Kansas, was named vice chairman. **Leon Ramsey**, Brawner Paper Co., Houston, Texas, recently retired as council chairman. **Arthur T. Safford** has been named divisional vice president for marketing of the packaging division of **Olin Mathieson**, according to **Robert H. Evans**, divisional vice president and general manager. Mr. Safford succeeds **Walker Hamilton**, who has been with **Olin Mathieson** since 1956, when he retired as president of **Riegel Paper Corp.**

● **Dr. Samuel A. Matz**, chief of branch in the U.S. Army's Quartermaster Food Container Institute, has joined the research organization of **Borden Foods Co.** He will be in charge of experimental work with refrigerated doughs at the company's research and development center in Syracuse, N.Y. Dr. Matz was connected with the Quartermaster Food Container Institute for seven years. He previously held positions with the Military Subsistence Testing Laboratory, Chicago; **Harvest Queen Mill and Elevator Co.**, Plainview, Texas; and **Igleheart Brothers, Inc.**, Evansville, Ind. The author of many technical and semi-technical articles in the cereal and baked products field, Dr. Matz holds an M.S. degree from **Kansas State University**, and a Ph.D. in food technology from the University of California.

● The appointment of **M. Leslie Hansen**, marketing manager of the C. J. Patterson Co. of Kansas City as man-

ager of **Ark Bakers** of Wichita, Kan-



M. Leslie Hansen

sas, has been announced by **Robert M. Patterson**, president. C. J. Patterson is the parent firm of **Ark Bakers**. Mr. Hansen succeeds **J. H. Winer**, who has been transferred to the **Patterson Co.** bakery at **Hot Springs, Ark.** Mr. Hansen joined the **Patterson Co.** at the **Kansas City** headquarters in 1956. He was formerly sales and production coordinator for three plants of **Darling & Co.**, Chicago. A graduate of the University of Illinois, he studied law at **John Marshall Law School**.

● At Denver, **Robert C. Beeman** has been appointed to head the new \$350,000 **King Soopers Bakery**. Appointment of Mr. Beeman was announced by **Lloyd J. King**, vice president of **J. S. Dillon & Sons Stores Co., Inc.** and general manager of **King Soopers**. The 22,000 sq. ft. bakery is being built at **W. Fourth Ave. and Zuni St.** It is expected to begin operation in late August or early September.

● **Donald W. Rauch** has been appointed midwestern sales representative for the multiwall bag line of **Continental Can Co.**, it was announced by **Dean P. Stout**, general sales manager of the company's containerboard and kraft paper division. Mr. Rauch, who will maintain his headquarters at the division's Chicago office, has seven years experience in the multiwall bag field. He worked previously for **Union Bag-Camp Paper Co.** in the same territory.

Cable Address "RAYBAR"

TIDEWATER GRAIN COMPANY

Receivers - Shippers - Exporters
Export and Domestic Forwarders

Members all leading Exchanges
Established 1927

Bourse Building Chamber of Commerce
PHILADELPHIA 6, PA. BALTIMORE 2, MD.

"ROCK RIVER" "BLODGETT'S" RYE "OLD TIMES" BUCKWHEAT

All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848

FRANK H. BLODGETT, Inc., Janesville, Wisconsin

Exceptional Bakery Flours NO-RISK EX-HI NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS

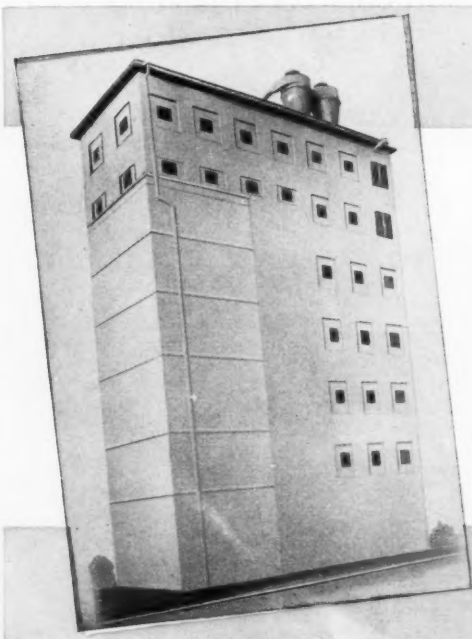
Capacity 4,000 Cwts. Daily

Grain Storage 4,700,000 Bus.

TODAY'S MODERN BULK FLOUR MILL

WEBER'S BULK FLOUR PLANT, pictured at the left, is an integral part of today's modern flour mill. The process of converting the milling industry from sacks to bulk requires modern bulk flour storage and handling facilities to replace the old sacked storage warehouse.

THE WEBER FLOUR MILLS CO.
SALINA, KANSAS



Michigan Soft Wheat Flour

Plain and Self-Rising

King Milling Company

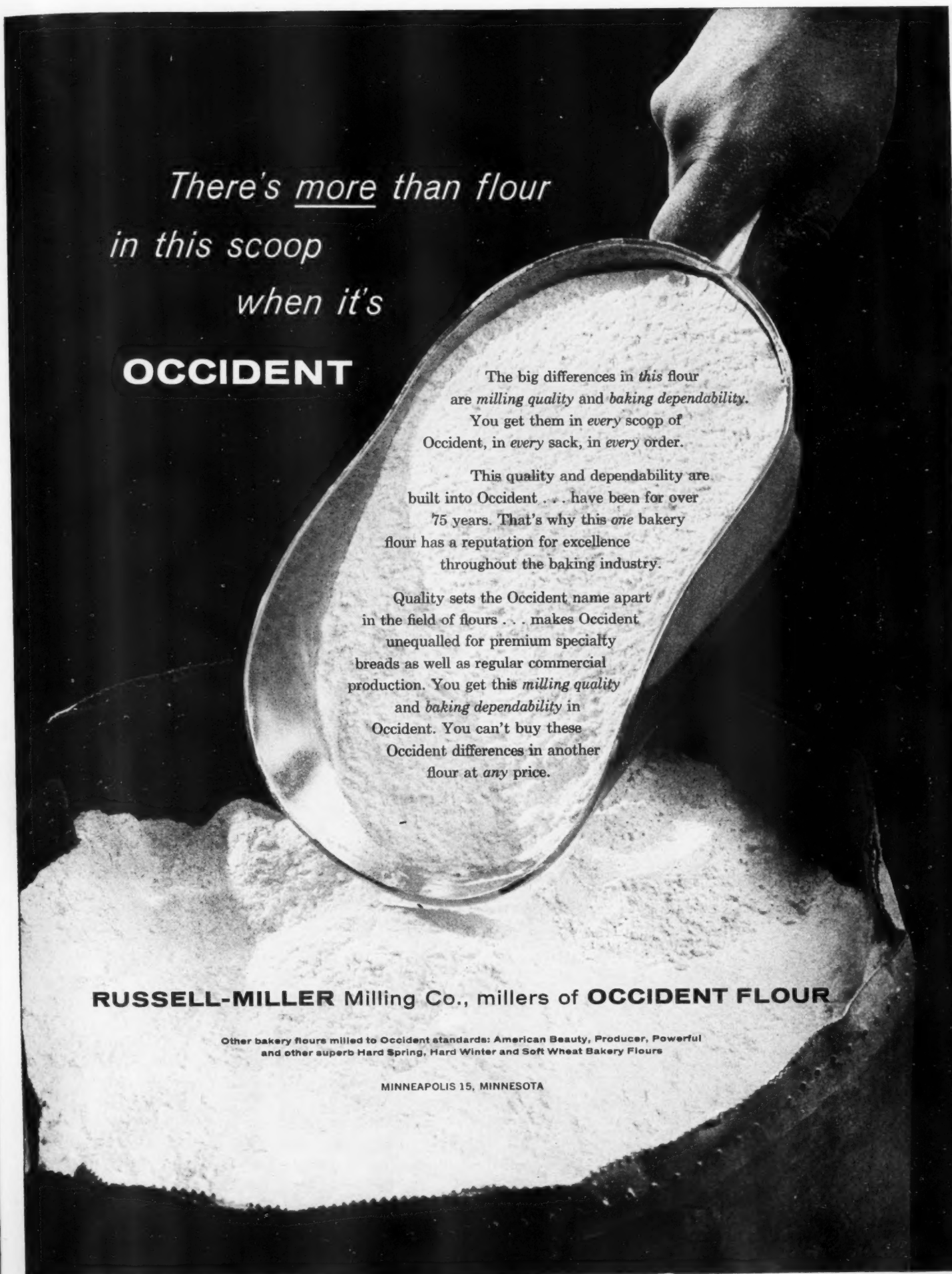
LOWELL, MICHIGAN

Super Chief

High Protein Flour

GREEN'S MILLING CO.

Morris, Minn.



*There's more than flour
in this scoop
when it's*

OCCIDENT

The big differences in *this* flour
are *milling quality* and *baking dependability*.

You get them in *every* scoop of
Occident, in *every* sack, in *every* order.

This quality and dependability are
built into Occident . . . have been for over
75 years. That's why this *one* bakery
flour has a reputation for excellence
throughout the baking industry.

Quality sets the Occident name apart
in the field of flours . . . makes Occident
unequalled for premium specialty
breads as well as regular commercial
production. You get this *milling quality*
and *baking dependability* in
Occident. You can't buy these
Occident differences in another
flour at *any* price.

RUSSELL-MILLER Milling Co., millers of OCCIDENT FLOUR

Other bakery flours milled to Occident standards: American Beauty, Producer, Powerful
and other superb Hard Spring, Hard Winter and Soft Wheat Bakery Flours

MINNEAPOLIS 15, MINNESOTA



The
Air-Conditioned
Sherman offers
this baseball
"SPECIAL"...
your reserved seat
to any Chicago
CUBS or
WHITE SOX
home game.

Reserve your Major League Baseball ticket to any 1959 Chicago White Sox or Cubs home game. The Air-Conditioned Sherman offers this baseball "special": your reserved seat to any Cub or White Sox home game.

Single room
with one ticket, \$10⁰⁰
Twin bedroom
with two tickets, \$18⁰⁰

Simply write Sherman Hotel Room Reservations and specify the ball game you want to see. Your ticket will be waiting for you at the Sherman. These special low room rates include your choice reserved seat tickets for White Sox or Chicago Cub games.

Reservations should be received by the hotel 48 hours prior to the game date, or sooner, for choice seats.



...and you
can
drive...
right
into the

..... air-conditioned ...
SHERMAN
RANDOLPH, CLARK & LaSALLE STS
CHICAGO • Telephone: FR 2-2100

BROKERS & DISTRIBUTORS
WANTED FOR
NAPPANEE QUALITY
CORN MEAL
With NAPPANEE MILLING CO.
NAPPANEE, IND.

Speakers Address Virginia Bakers Council On Food Laws, Non-Uniform Bread Factors

WILLIAMSBURG, VA.—"Changing habits, methods and products in the food field generally—and the baking industry in particular—indicate there will be more regulation rather than less." So said Commissioner Parke C. Brinkley, department of agriculture, Commonwealth of Virginia, when he spoke at Williamsburg before the last meeting of the Virginia Bakers Council, Inc.

Mr. Brinkley was one of two featured speakers who addressed the council. The other was Dr. R. W. Engel, head of the department of biochemistry and nutrition, Virginia Polytechnic Institute, Blacksburg, Va., whose subject was entitled "Bread—Food or Football?" Dr. Engel's talk was based on a detailed study of breads found in Virginia markets. Basically, the study disclosed that for the bread sampled, from a slice standpoint, nutritional content, weight and size varied widely. From the loaf standpoint, Dr. Engel's study showed far less pronounced differences in the same factors.

Food Regulation

Mr. Brinkley, in his elaboration on the prediction of more food industry regulation rather than less, tried to enumerate the changes which have been occurring in agriculture, in the industries it supplies, and in his department, where the first job is to "protect the consumer."

"You have two jobs to do," said Mr. Brinkley. "One is to make a profit. The other is to do it in such a way that you render a service. We also have two jobs to do. The first is to protect the consumer, but we must also do it in such a way as to render a service. So, in both our businesses we have something in common. We are both in business to render service to consumers. I also feel that it is part of my business in the department to render a service to you."

"Let me tell you a little about my business. First, it is big business. The department has over 400 full time employees, offering services in over 70 cities and towns and spending over \$30 million a year. My business includes enforcement of over 49 laws and offering 49 different services to the entire field of food production and distribution. Second, my business is constantly changing because agriculture in all its phases is changing, and changing faster than any other segment of our economy," said Mr. Brinkley.

"These changes in agriculture have affected your business and mine," Mr. Brinkley continued. "Built-in maid service has developed, and consumers look to us for more protection. Legislators have put more emphasis on food laws and enforcement. We had to meet this growing demand with antiquated laws and a small force of men, so we had to do two things. We had to hit the trouble spots, industry by industry, throughout the food business. And we had to bear down pretty hard on those trouble spots. We made a few people pretty mad, but we got a lot of people talking and thinking about their problems."

"Now we are starting a new phase of food law enforcement and service. We are studying all our laws to bring them up to date with advances in the food industry. We are thinking about specialists in various phases of the food industry, and we would like to have you thinking in this approach."

"We are working towards better understanding of your particular problems. Your baking industry advisory committee, I think, is a real step in that direction. I want to thank you for lending us some of the most capable men and best brains in your industry to help us on that committee."

"But there is more change and progress ahead. There will be more built-in maid service, more new packages, and more new merchandising techniques, which means more problems for you and for us. We have sometimes been pretty tight in our law enforcement in the past. We will have to be even tighter in the future. Consumers will demand it. Legislators will demand it. And the food industry will demand it. But, we will do it with laws tailored to tomorrow's baking industry. We will do it with men who understand the industry and its problems. We will do it with advice from you," concluded Mr. Brinkley.

Virginia Bread Study

Dr. Engel, in presenting his study on the wide variations in bread nutrients, commented that "all of this adds up to the fact that there is nothing uniform about a slice of bread."

"On the other hand," said Dr. Engel, "most consumers probably measure their nutrient intake from bread in terms of the number of slices eaten. Let's assume that six slices of bread is an average daily ration. If the purchase of bread was made on the basis of a one pound loaf (wrapper label) the nutrients furnished

by the six slices, in terms of average daily nutrient requirements, could vary in the following extremes:

	BREAD A % of Daily Requirement	BREAD B % of Daily Requirement
Calories	12.0	17.3
Protein	17.8	25.0

"In other words, four slices of Bread B has about the same nutrient content as Bread A, based on samples examined," added Dr. Engel.

In summing up his remarks, Dr. Engel urged the baking industry to spend more time stressing positive values of bread, rather than trying to emphasize some of the highly touted but (from facts revealed in the study) non-existent negative values. He urged that bakers "quit playing football" with their bread, and try to encourage a wider use of bread for the simple reason that it is one of the most conveniently abundant foods on the market today, in addition to providing greater nourishment, in terms of calories, at far less expense than other foods.

—BREAD IS THE STAFF OF LIFE—

Safety Awards Won

ROCHESTER, N.Y.—No accidents during 500,000 miles of driving in six months and 300,000 working hours over two years earned the Rochester branch of Continental Baking Co. two safety trophies.

The prizes were awarded in the bakery by E. L. Timkerman of New York City, regional manager of Continental. The two awards are made twice a year by the regional offices.

Receiving the trophies was Walter L. Gerdes, who takes over management of the branch, replacing Herbert Van Wyk, who was transferred to a similar post in New Orleans. Mr. Gerdes is from Alexandria, Va.

To-Day's MODERN BULK FLOUR MILL



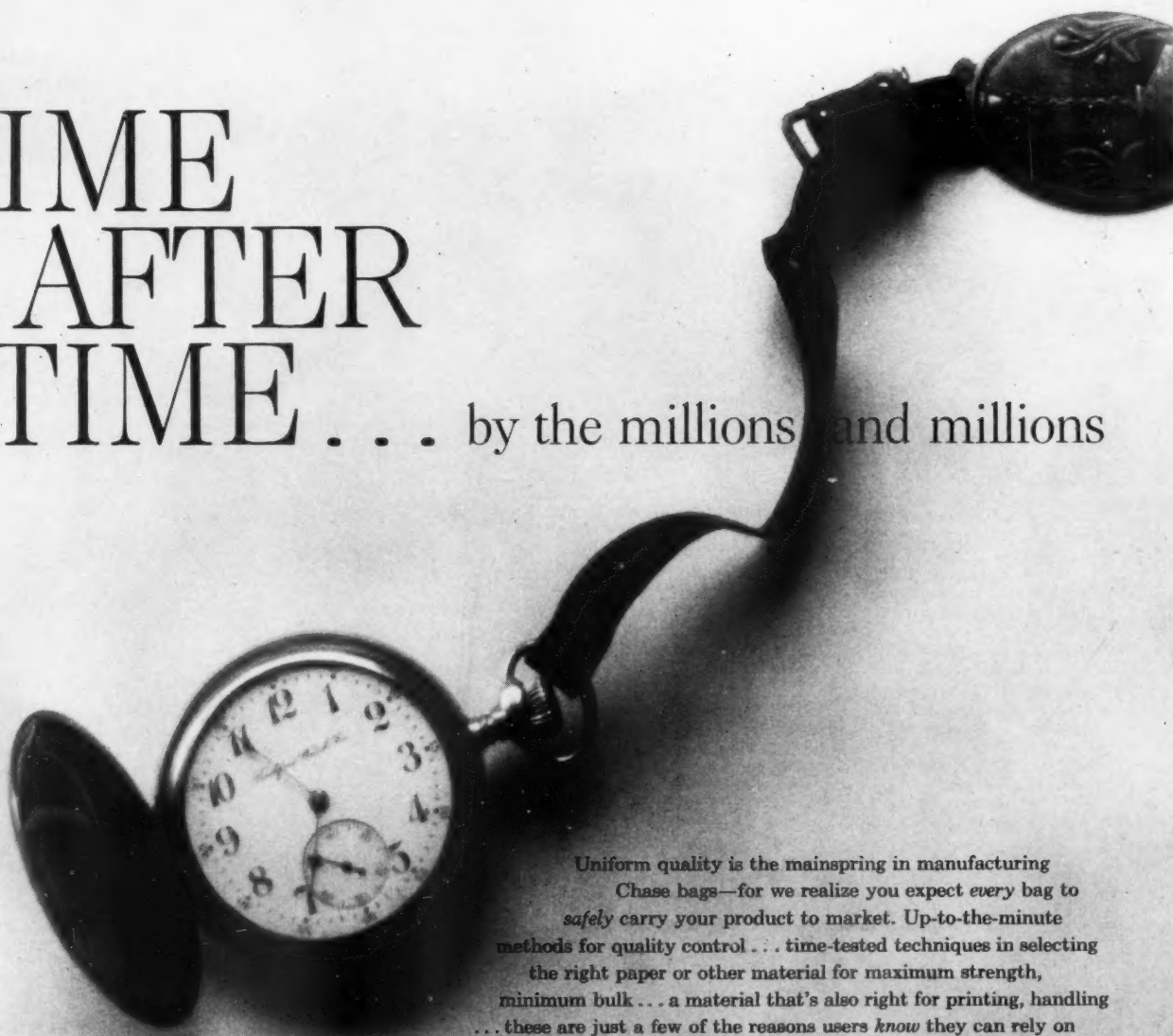
WESTERN STAR'S BULK FLOUR PLANT

THE PROCESS OF CONVERTING THE MILLING INDUSTRY FROM SACKED TO BULK REQUIRES MODERN BULK FLOUR STORAGE AND HANDLING FACILITIES TO REPLACE THE OLD SACKED STORAGE WAREHOUSES.

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SALINA, KANSAS

TIME AFTER TIME . . .

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Uniform quality is the mainspring in manufacturing Chase bags—for we realize you expect *every* bag to *safely* carry your product to market. Up-to-the-minute methods for quality control . . . time-tested techniques in selecting the right paper or other material for maximum strength, minimum bulk . . . a material that's also right for printing, handling . . . these are just a few of the reasons users *know* they can rely on Chase bags—time after time.

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BAG PLANTS AND SALES OFFICES COAST TO COAST
—A NATIONWIDE STAFF OF BAG SPECIALISTS

THE BAKE SHOP

Trouble Shooter

Sponges

I would be pleased to have your opinion and advice on the following questions:

1. With formula and fermentation exactly the same, what is the reason for the differential between one day and another day, as concerns variations in oven spring, height of rise in troughs of the sponges, dryness of dough, consistency, i.e., one day slack-er than others, and the ease with which doughs rise in final proof?

2. Is there an exact time in which a sponge should be taken to secure optimum results in final product, i.e., at the receding point of the sponges, after they have receded a few inches, etc.?

3. After 4½ hr. sponge time, a sponge set at 78-79° will vary in temperature from 89-94°. Usually the lower temperature near top surface of sponge, and the higher temperature near bottom of sponge. Does this variation create lack of uniformity in coloring of the finished product, namely the hotter side of the sponge may possibly have consumed more of the sugars present, consequently would color with greater difficulty in the finished product?

4. In pullman type pans, crust blisters are more in evidence when loaves do not completely fill the covered pans. What are some other reasons for crust blistering, especially along edges?

5. Are "softness" and "stiffness" of final doughs still largely determined by "feel," or is there a machine to accurately gauge this condition?—D. P., Mich.

In answer to your questions:

1. The first thing I would do is to check the scales. Are they accurate? Do they perhaps stick? Secondly, I would check up on the temperature controls in the fermentation room. Variation in oven spring may be due to variations in ingredients, such as flour or milk solids. The same may be true in regard to the consistency of the dough. Here again the scales may be a factor. A soft dough will proof up so much faster than a stiff dough.

2. As a general rule the sponge is fermented to the optimum point plus 30 min. However, this time can be found only through actual experimentation, and then running the same ingredients, temperature, etc., to produce uniform results.

3. A sponge will usually heat up approximately 2° per hour. Due to uncontrolled conditions in the fermentation room, this may vary somewhat. A variation in the temperature of the sponge in various spots would have little effect on the finished product as this is a natural condition. The sponge is also broken up before the dough is made. The amount of sugar consumed in the hotter spots in the sponge would be very minor.

4. For Pullman type bread, the dough is usually aged slightly more. A stiffer dough is generally recommended.

5. The softness and stiffness of the final dough are still being determined by feel. There may be equipment available, but I have not heard of nor run into it any place.

Cookies

There are a couple of products which we would like to duplicate; they are ribbon cookies and brandy

snaps. Do you have formulas for these?—I. M., Detroit.

I know of the products about which you have inquired. The brandy snaps are sometimes called Belgium twills. Here are formulas for both products.

RIBBON COOKIES

Cream together until light:

3 lb. sugar
3 lb. shortening
1¼ oz. salt
Almond flavor to suit

Add gradually:
4 lb. eggs

Sift together and mix in:

4 lb. cake flour
1 oz. baking powder

Divide into three parts. Add color to suit and spread on paper-lined sheet pans. Bake at about 325-335° F. Remove from the oven before the sheets start to get brown. Allow to cool and then put sheets together with jam or chocolate and press down. Then cut into 1 in. strips and finish with sweet chocolate.

BRANDY SNAPS OR BELGIUM TWILLS

Cream together:

2 lb. 8 oz. brown sugar
1 lb. butter
¼ oz. cinnamon

Add:
4 oz. water

Sift and add:
1 lb. 3 oz. bread flour

Mix in:
1 lb. chopped almonds

Place the dough in a refrigerator over night. Then roll up into long bars and cut into small pieces. Place

'TROUBLESHOOTER' BOOK AVAILABLE

From his many years of experience as a practicing baker and production expert, A. J. Vander Voort has compiled a book of "trouble spots" which is now valued highly by many bakers. "The Bakeshop Trouble Shooter" book, now in its seventh printing, classifies hundreds of everyday problems and their solutions. For \$1.50 the baker can have at his fingertips a quick source of information for discovering his problems and solving them. Copies may be purchased from The American Baker, P.O. Box 67, Minneapolis 40, Minn.

on greased and dusted pans and bake at about 325° F.

This product will spread considerably during the baking, so allow plenty of space on the pans.

Apple Pan Dowdy

I have many requests for apple pan dowdy and would appreciate a formula for it.—J. R., N.Y.

Here is an apple pan dowdy recipe that you may wish to try.

APPLE PAN DOWDY

Filling

Bring to a boil:

1 lb. granulated sugar
½ oz. cinnamon
½ oz. nutmeg
1 oz. salt
6 oz. corn syrup
3 lb. drained apple juice

When dry pack apples are used, enough water should be added to the juice to obtain necessary amount of liquid.

Add to above and cook clear:

6 oz. corn starch
1 lb. drained apple juice
Remove from fire.

Add and cool to 100° F. the following:

12 lb. drained apples

Add just before using:

1 lb. 6 oz. good grade molasses

This apple filling can be used in a variety of ways with regular two-crust pies, one crust topped with a brown sugar streusel, or in the form of a cobbler with no bottom crust, using either pie crust or biscuit dough on top.

Baking temperature: 400-450° F. (depending upon type and size of pie.)

—BREAD IS THE STAFF OF LIFE—

POTOMAC STATES DATES

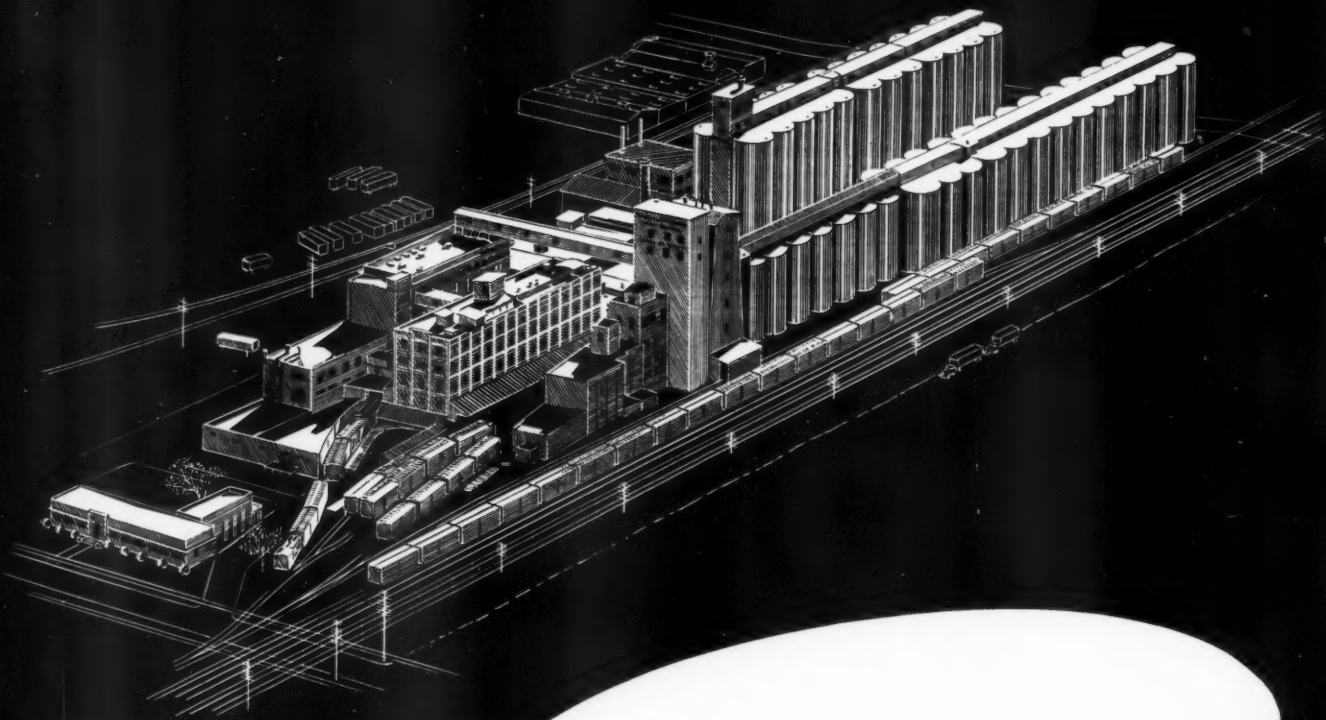
BALTIMORE, MD.—The Potomac States Bakers Assn. has announced plans to hold its 44th annual convention at the Lord Baltimore Hotel, Baltimore, January 31 through Feb. 2 of next year. According to John J. Lee, president, there will be a post-convention executive committee meeting at the hotel Feb. 3.

Got a Problem?

Use this coupon to tell your troubles to A. J. Vander Voort, nationally known production authority, head of the Dunwoody Baking School, technical editor of The American Baker. He will answer and analyze production problems without cost to you:

(Send samples of baked foods to A. J. Vander Voort, Dunwoody Industrial Institute, Minneapolis.) Address letters to:

P.O. Box 67, Minneapolis 40, Minnesota



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IN PERFORMANCE—
MODERATE
IN PRICE"



Your Bakery Deserves the Best!

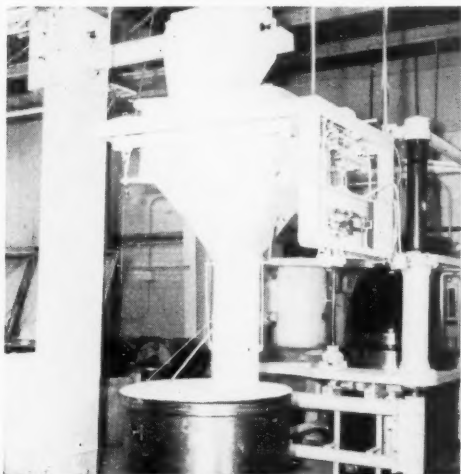
THE KANSAS MILLING COMPANY

WICHITA • KANSAS

Mills at Wichita and Maundridge, Kansas — Marion, Ohio
CAPACITY: 12,000 CWTs • STORAGE: 4,500,000 BUSHELS



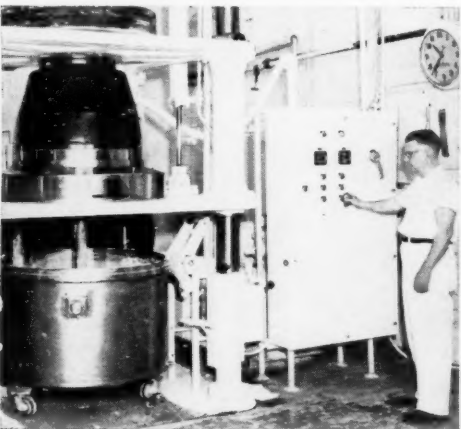
C. J. Patterson Moves Ahead with New Process



INGREDIENT STATION—The individual stainless steel dough bowls are charged with flour by this pneumatic loader. An attached cover that fits the bowl prevents blowing of flour.



FERMENTATION STATION—After initial mix, dough bowls with a capacity of up to 600 lb. dough are attached to this endless chain, covered, and make the circuit in 2½ hr. before re-mix. The chain at Albuquerque has a capacity of 16 bowls at a time, and an additional bowl can be attached every 9 min.



J. H. DAY MIXER—This specially designed, high speed mixer handles up to 4,000 lb. dough per hour and is used for both ingredient mixing and re-mix. Here with Clay Schmittou, Holsum bakery production superintendent, at the controls, the head and twin agitator arms are shown midway between raised and mix position. The agitator arms rotate at 120 rpm, the head at 40 rpm.

KANSAS CITY—C. J. Patterson Co. unveiled its new fermentation process in Albuquerque, N. M., earlier this year, thereby switching away from the former sponge dough method of bread making and, in the process, coining a new word to describe its procedures, "Ful-Flavor."

The name Ful-Flavor derives from the type of fermentation which characterizes the process—all flour for making the dough is present during fermentation, instead of the 60% to 70% customarily used in the fermentation of sponge doughs. This, Patterson officials explain, permits fermentation by-products responsible for the ultimate bread flavor to permeate all of the flour particles during fermentation. The result, they state, is a full-bodied flavor in the final bread product.

How It Works

The new process employs a modified remixed straight dough and incorporates vertical mixing in round dough bowls.

The first step is charging of ingredients into the dough bowls. All ingredients are added at this stage except salt and sugar. The bowls are of 600-lb. capacity made of stainless steel and mounted on casters for portability. Once charged with ingredients, the bowl is indexed into the mixer and the mixing head lowered and energized to blend the ingredients together. The initial blending requires less than one minute of mixing time.

The dough, thus set, is fermented for 2½ hours. A chain conveyor is utilized to move the bowls during fermentation and return them to the vicinity of the mixer. Sugar and salt are added following fermentation and the doughs then remixed in their original bowls to achieve full gluten development. Mixer agitator speed is considerably faster than conventional horizontal mixers and the development time of white bread doughs is usually less than 4 min., depending on flour mixing requirements. The mixing times of variety doughs are correspondingly less. The Mixatron, an electronic instrument for measuring dough consistency during mixing, is used in conjunction with the vertical mixer and allows accurate control of gluten development.

No refrigeration is employed in the process and final dough temperatures are in the vicinity of 92°-93° F. for white bread. Flour time is customarily in the range of 15-20 min. and adjustment in this processing factor is seldom necessary.

Doughs are dumped into the divider hopper by a hoist which elevates and completely inverts the bowls, discharging their contents into the hopper. The divider is conventional. From the divider the dough pieces immediately move to a short conveyor which shapes, dusts and delivers them to the moulder, which is also conventional. No rounder or overhead proofer is used. Panary proof is approximately 25% faster than sponge doughs.

Total processing time averages 2 hr., 45 min. less than the usual sponge dough procedure.

Flexibility in the production of varieties is excellent, since each bowl can contain a different type dough if desired and only the mixer agitator arms and divider need be cleaned in changing from one variety to another. Dough size may vary from 125 to 600 lb.

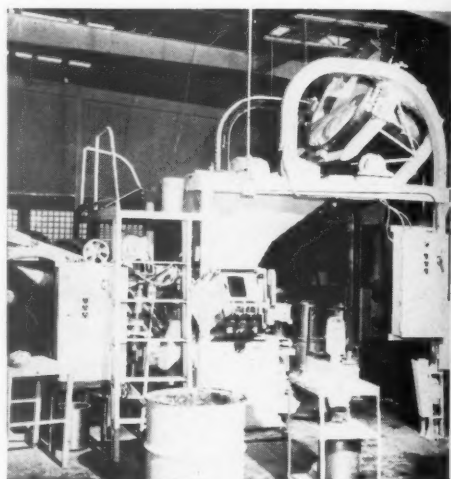
Inasmuch as the doughs remain in the bowls from the original mixing until they are dumped at the divider, the labor of a sponge mixer operation is eliminated. Further labor savings have resulted from the reduced processing time. Maintenance and sanitation hours are reduced through the elimination of certain equipment, primarily refrigeration and the overhead proofer.

Other operating costs are also lowered by virtue of a 50% reduction in fermentation loss, lower dusting flour usage, slightly increased absorption and lower power costs.

Equipment for the Patco Ful-Flavor process was manufactured by the J. H. Day Co., Cincinnati.



PATTERSON MIXATRON—Mark Condo, left, production manager of C. J. Patterson Co., and R. D. Mahoney, bakery manager, are shown reading the patented electronic device, the Mixatron, which registers dough consistency in the mixer. This unit is an important element in accurate mixing control.



BOWL HOIST AND DIVIDER—Specially designed electronic hoist (right), raises bowl and empties dough into conventional AMF divider. From the divider, dough travels through unique conveyor, replacing the conventional rounder, to the J. H. Day Co. cross-grain moulder. No overhead proofer is required in the process.



THE OFFICIAL TOUCH—Mayor Maurice Sanchez of Albuquerque pressed the button on an electronic control to officially inaugurate the new Patco Ful-Flavor breadmaking process. The control activated the big vertical mixer, an integral part of the process.

Bakery Merchandising

Atlanta Unit of Federal Bake Shops Allows Patrons to See—and Order

ATLANTA, GA.—Taking a firmer grip on the shopping center field of operations in the south, Federal Bake Shops has opened a unit in Atlanta that brings a large part of its operations right out front where the customer can see.

All topping is being done right on the sales floor, with a glass partition separating the customer from the workers. Immediately opposite the department are the showcases with the sales clerks waiting on the customers.

Within three feet of the front door the glass partition begins, separating the operation from the rest of the store. Customers walk in, see the girls frosting cakes and cookies, and stand fascinated, according to F. W. Wilson, who has been transferred to Atlanta from Greensboro, N.C., as manager.

"This store has exceeded our fondest expectations, and the amount of business we are doing is amazing," Mr. Wilson said. "The customers apparently like the new layout."

The store is one of the newer-designed units set up especially for shopping centers. It utilizes all available floor space. Several innovations are in effect. Gone are the old bulletin boards employed by Federal in years past. Wall cabinets behind the showcases are used to display merchandise more prominently, which cuts down on the number of showcases.

Shop Location

The store is located in the Lakewood-Stewart shopping center. A third unit is planned for Atlanta, along the same lines, this fall. It will be located in the Lennox Square center, which is reputed to be one of the largest shopping centers in the country.

The glassed-off partition extends the length of the sales floor and connects with the baking department.



FROM INSIDE—This work area of the Federal Bake Shops store in Atlanta, Ga., is just a few feet from the street door. Designed as an eye-catcher to attract and hold customers' interest, it has been so successful that Federal is planning more units of similar design. Customers usually stop, look, enter and order special merchandise from the employee.



FROM OUTSIDE—The fascinating task of topping and decorating cakes is a continuous source of interest to patrons of the Lakewood-Stewart Shopping Center unit of Federal Bake Shops in Atlanta, Ga. The open-shop arrangement is used for maximum merchandising, too. The customer may step through the door and place a special order if she so desires.

All cookies and cakes are brought to the front for finishing. Then they are moved back through the baking department to the showcases or to the storage racks.

The special order department is also handled in the glassed-off section. A glass door has been installed and the customer steps to this door, tells the girl what she wants and when she wants it. The girl writes the order down and files it. Deliveries for special orders are also made through this door, rather than through the retail department on the opposite side of the store.

Since the store is new, there is no way of making a comparison as to what the on-the-floor system has meant in dollars and cents, Mr. Wilson said. "We can only judge by the way we are pressed for time in producing merchandise for sale," he added.

Three girls are kept busy most days in this department, and it is not unusual to see 15 to 20 customers standing on the outside watching them.

Pursuing the idea still further of letting the customer see everything, a window has been provided at the rear of the sales floor so the public can look into the baking department. The ovens are located near this window.

Immediately behind the production department is a compact storage room.

The unit also is designed for utilizing every foot of space in this shopping center area, Mr. Wilson pointed out.

NEW CAMPAIGN

NEW YORK—A two-way advertising campaign to help the converter of cellophane increase his sales has been announced by the packaging division of Olin Mathieson Chemical Corp.

Theme Announced For Annual SBA Production Meeting

ATLANTA, GA.—The ninth annual production conference of the Southern Bakers Assn. will get under way Sept. 13 at the Atlanta Biltmore Hotel here with heavy emphasis on the theme, "Take Pride, Make Progress, Reap Profit." The conference will continue through Sept. 15 featuring speakers in the fields of production, sales and management.

Reservations will be mailed to bakers and allied tradesmen in 11 southeastern states, and an attendance of at least 500 is expected. Others desiring reservations are advised to make contact directly with the hotel. Chairman for this year's conference is Clifton R. Scarborough, general sales manager of S. Gumpert Co. Co-chairman is Walter N. Clissold, eastern editor of Baking Industry, assisted by Benson Skelton, SBA president.

The Sept. 13 sessions will be devoted to the retail segment of the conference, while the succeeding two days will be for wholesalers. To stimulate attendance and set a new record, SBA has announced that it will add an engraved wrist watch to its other prizes if the number on hand exceeds 500 persons.

Wives who attend the conference will be provided with complementary badges entitling them to attend the business sessions. A luncheon, to

take **PRIDE**

make **PROGRESS**

reap **PROFIT**

which women attending the conference will be invited, is scheduled for Sept. 13. The program will include a speaker and entertainment by "The Roustabouts," a quartet composed of baking industry representatives.

—BREAD IS THE STAFF OF LIFE—

New Appointment

QUINCY, MASS.—Appointment of Kenneth A. Howland to the position of vice president of Dunkin' Donuts of America has been announced by William Rosenberg, president of Dunkin' Donuts and Industrial Caterers. He will serve as administrative assistant to S. Joseph Loscocco, executive vice president.

Mr. Howland is a graduate of the University of Massachusetts and joined Dunkin' Donuts in 1952. He has served as truck fleet superintendent with duties of safety engineering, preventive maintenance, equipment selection and maintenance.

During his years with the firm, Mr. Howland has played a vital role in the design and construction of buildings and industrial cafeteria layouts. His duties also have included opening of new stores, direction of operations and merchandising and advertising coordination.

any way you

bake it...

you bake
a better
loaf with

**WHITE
SWAN
FLOUR**

bake after
bake after bake

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572 Grain Exchange, Minneapolis 15, Minn.
Mills at Springfield, Minn.

Also millers of: Pride of the Northwest
• White Bear • White Gold • Purova

Formulas for Profit

Try These Date Baked Foods; They're 'Tasty,' 'Attractive,' 'Profitable'

DATE APPLE BREAD

Make a dough using the following ingredients:

20 lb. flour
13 lb. water (variable)
8 oz. salt
10 oz. yeast
2 oz. yeast food
5 oz. malt
12 oz. sugar (sucrose or dextrose)
10 oz. shortening
1 lb. milk solids (non-fat)

When nearly mixed smooth, add:
4 lb. 8 oz. chopped pitted dates
5 lb. diced apples

Dough temperature 80° F. First punch approximately 2 hr. 30 min. Second punch 1 hr. To the bench 15 min. later. Scale and round up. Give about 15 min. intermediate proof and make up. Allow to proof and bake at about 410-420° F.

DATE OATMEAL COOKIES (Machine Cut)

Cream together:

6 lb. 8 oz. granulated sugar
4 lb. shortening
2½ oz. salt
1 oz. soda
2 lb. 8 oz. ground pitted dates
½ oz. cinnamon

Add:

1 lb. 8 oz. whole eggs

Stir in:

½ pt. molasses

Add:

3 lb. milk

Sift together and add:

10 lb. pastry flour

Then add:

4 lb. fine cut oatmeal

When mixed together, deposit on greased and dusted pans and bake at about 360° F.

Note: Do not overmix.

DATE RYE BREAD

Make a dough, using the following ingredients:

30 lb. first clear flour
10 lb. medium rye flour
26 lb. water (variable)
12 oz. salt
8 oz. sugar (sucrose or dextrose)
12 oz. shortening
12 oz. yeast
1 lb. molasses
1 lb. milk solids (non-fat)

When the dough is nearly mixed, add:

10 lb. chopped pitted dates

Dough temperature 76-78° F. First punch approximately 1 hr. 30 min. Second punch 45 min. To the bench 15 min. later. Scale off in desired weights. Round up and allow to rest. Then make up as desired. Give proper proof and bake, using plenty of steam in the oven.

DATE SQUARES

Beat up:

1 lb. whole eggs

Add:

1 lb. 8 oz. brown sugar (sifted)

Mix together well and fold in carefully:

13 lb. cake flour
¼ oz. salt
¼ oz. baking powder
1 lb. chopped pitted dates

5 oz. fine chopped nuts
8 oz. seedless raisins

Place this mixture in an 18x26 in. greased and dusted bun pan. Spread out evenly and then bake on double pans at about 360-370° F.

After baking and when cool, cut into 2 in. squares.

Note: If desired, powdered sugar may be sifted on top, after cutting into squares.

SUPREME DATE LAYER CAKES

Mix together at second speed on a four-speed machine for 3 to 5 min.:

5 lb. cake flour
2 lb. 8 oz. shortening (emulsifying type)

Add and mix for 3 to 5 min.:

6 lb. 8 oz. granulated sugar
¾ oz. salt
3 oz. spice mixture
4 lb. 8 oz. ground dates
2 lb. 8 oz. buttermilk

Then add and mix for 3 to 5 min.:

3 lb. whole eggs
3 lb. 12 oz. buttermilk

Then add and mix in:

1 lb. 12 oz. walnuts or pecans, chopped

Deposit into pans of desired size and bake at about 375° F.

Note: Be sure to scrape down the bowl and creaming arm several times during the mixing period in order to obtain a smooth batter.

After the cakes are baked and cooled, they may be iced as desired.

SPICE MIXTURE

4¼ oz. cinnamon
8 oz. soda
4 oz. baking powder
1¼ oz. nutmeg
Mix together thoroughly.

Suggested Icing

Place in a mixing bowl:
1 lb. whole eggs

Add gradually and mix on medium speed:

5 lb. powdered sugar

When well incorporated, add and beat to the desired consistency:

2 lb. butter
2 lb. shortening
¼ oz. salt
Vanilla to suit

After the cakes are iced, place a

few whole pitted dates on top or sprinkle some chopped dates and walnut pieces on top.

DATE MALT COOKIES

Cream together:

2 lb. granulated sugar
1 lb. shortening
¼ oz. salt

Add:

¼ pt. malt

Stir in:

12 oz. whole eggs

Add:

8 oz. milk

Then add:

2 lb. chopped dates
8 oz. seedless raisins

Sift together and mix in:

3 lb. 4 oz. flour
2¼ oz. baking powder

Scale the dough into 1 lb. pieces. Roll out into strips about as big around as a silver dollar. Cut each strip into 18 pieces. Place the pieces on lightly greased pans and flatten them out with a rock stamp.

Bake at about 350-360° F.

DATE CUSTARD PIES

Mix together:

2 lb. granulated sugar
¾ oz. salt
½ oz. nutmeg

Add and stir in:

2 lb. 8 oz. whole eggs

Then add:

1 gallon milk

Allow this filling to stand around for about an hour, stirring it once in a while to thoroughly dissolve the sugar.

Then place 5 oz. chopped pitted dates on the bottom of a number of unbaked 9 in. pie shells. Fill the shells with the above custard and bake at about 380° F. until set.

DATE CHOCOLATE DROP COOKIES

Cream together:

3 lb. granulated sugar
2 lb. shortening
¼ oz. cinnamon
1 oz. salt
1 oz. soda
1 lb. 8 oz. ground pitted dates

Add:

12 oz. whole eggs
Vanilla to suit

Stir in:

2 lb. milk

Sift together and mix in:

3 lb. 8 oz. pastry flour
8 oz. cocoa

Then add and mix in:

12 oz. chopped walnuts or pecans

Then drop out on greased and dusted pans.

Bake at about 360° F.

DATE LAYER CAKES

Cream together:

3 lb. brown sugar
1 lb. 12 oz. shortening
1 oz. salt
1 oz. cinnamon
½ oz. soda
Lemon extract to suit

Add gradually:

1 lb. 8 oz. whole eggs

Add alternately with the flour:

2 lb. milk
3 lb. 8 oz. cake flour
1 oz. cream of tartar

Then add:

2 lb. 8 oz. chopped dates
6 oz. chopped walnuts

Deposit into pans of desired size and bake at about 360-370° F. When baked and cooled, ice the cakes with the following icing:

Butter Cream Icing

Place in a mixing bowl:

1 lb. whole eggs

Add slowly while mixing:

5 lb. powdered sugar

When well incorporated, add and beat to the desired consistency for icing:

2 lb. butter
2 lb. shortening
½ oz. salt (variable)
Vanilla to suit

After the cakes are iced, place a few whole dates on top or sprinkle some chopped dates and walnut pieces on top. For the filling, take some of the above icing and add date jam as desired. Thin down if necessary.

Date Jam

Cook until thick:

3 lb. ground pitted dates
1 lb. 8 oz. brown sugar
1 lb. 12 oz. water
¼ oz. salt
¼ oz. cinnamon
1½ oz. starch
Lemon extract to suit
Store in a refrigerator.

DATE FRUIT BREAD

Mix together slightly:

2 lb. sugar (sucrose or dextrose)
3 oz. salt
1 lb. milk solids (non-fat)
1 lb. 4 oz. shortening
8 oz. butter

Add:

1 lb. egg yolks
12 oz. whole eggs
Little lemon flavor

Then add:

6 lb. water

Add:

15 lb. bread flour (sifted)

Then add and mix until smooth:

1 lb. yeast dissolved in
2 lb. 4 oz. water

Then mix in:

5 lb. chopped pitted dates
1 lb. chopped citron
1 lb. chopped walnuts or pecans

Capitalize on Date-Baked Foods

Dates offer excellent sales possibilities. They appeal to nearly everyone, young and old. They help to produce an outstanding flavor when used in conjunction with other fruits, spices and nuts, and their use adds eye appeal.

The price of dates is reasonable. They add sweetness to the products in which they are used, being high in sugar. Due to their high invert syrup content, the keeping quality is also improved. Invert syrup is known as a hygroscopic ingredient, which means that it has the ability to retain moisture and also draw it into the products in which it is used.

When making a display of baked foods featuring dates, it is a good idea also to display a number of packaged dates. These packaged dates have eye appeal and are bound to attract favorable attention.

Show cards and window streamers should be used to promote these products. Often this material can be obtained from supply houses without cost.

It is essential that the sales force be alerted to push these items. Mrs. Housewife is forever looking for something different to serve her family and guests.

The enterprising baker thus has a wonderful opportunity to fill this need. Feature several of these products each day. With proper production and merchandising, increased sales are possible.



A. J. Vander Voort

A. J. Vander Voort

... technical editor, author of this monthly formula feature and conductor of The Bakeshop Trouble Shooter (see page 44) and the Do You Know feature (see page 10), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

Dough temperature 80-82° F. First punch about 1 hr. 30 min. To the bench 15 min. later. Scale the dough into pieces of desired weight and round up. Then place them in 7 or 8 in. deep (2 in.) round cake pans. Allow to proof and bake at about 375° F. When baked, glaze the loaves with the following:

Corn Syrup Glaze

Bring to a boil:
1 qt. corn syrup
1 pt. water

Note: The amount of water in the dough may have to be varied somewhat due to variation in the type of flour used.

For the 8-in. pans, scale the dough into 27 oz. pieces and for the 7-in. pans, about 22 oz.

DATE SPICE CAKES

Cream together:

3 lb. 12 oz. granulated sugar
12 oz. shortening
3 lb. ground pitted dates
10 oz. cake flour
1½ oz. cinnamon
1 oz. salt
¼ oz. allspice
¼ oz. cloves
¼ oz. ginger
3 oz. soda

Stir in:

12 oz. whole eggs

Add:

6 lb. buttermilk

Sieve and mix in until smooth:

5 lb. cake flour

Scale into pans of desired size and shape. Bake at about 375° F. When baked and cool, fill and ice the cakes with the following icing:

Date Icing

Beat until stiff:

10 lb. powdered sugar
1 lb. corn syrup
1 pt. egg whites
1 pt. water
½ oz. salt
½ oz. cream of tartar

Then mix in:

4 lb. 8 oz. ground pitted dates

Then thin the icing to good spreading consistency with a little water. A little cinnamon may be added to the icing if desired.

DATE HERMITS

Cream together:

1 lb. granulated sugar
12 oz. brown sugar
12 oz. shortening
½ oz. salt
¼ oz. cinnamon

Add:

10 oz. whole eggs

Stir in:

8 oz. milk

Add:

1 lb. 8 oz. chopped pitted dates
12 oz. seedless raisins
8 oz. mixed peel
4 oz. chopped glazed cherries

Sieve and mix in:

2 lb. 4 oz. pastry flour
½ oz. baking powder

Drop out on greased and dusted pans. Bake at about 350° F.

DATE BREAD (White Dough)

Make a dough, using the following ingredients:

25 lb. flour
15 lb. water (variable)
8 oz. salt
12 oz. sugar (sucrose or dextrose)
8 oz. shortening
15 oz. yeast
15 oz. milk solids (non-fat)

When nearly mixed smooth, add:

8 lb. chopped pitted dates

Dough temperature 78° F. First punch, approximately, 1 hr. 45 min. To the bench 15 min. later. Scale and round up. Give about 15 min. intermediate proof and then make up. Proof and then bake at about 410° F.

DATE OATMEAL MUFFINS

Cream together:

1 lb. 8 oz. sugar
1 lb. shortening
1½ oz. soda
1½ oz. salt

Add:

1 lb. whole eggs

Mix in:

2 lb. honey

Add gradually:

4 lb. milk

Sift together and add:

4 lb. 8 oz. bread flour
3 oz. baking powder

Add and mix in thoroughly:

1 lb. 8 oz. oatmeal
2 lb. chopped pitted dates

Deposit into pans of desired size and bake at about 375° F.

DATE NUT BREAD (No. 1) (Quick)

Mix together:

12 oz. sugar
12 oz. shortening
¾ oz. salt
¾ oz. soda

Stir in:

1 pt. honey

Then add:

2 qt. milk

Mix in:

1 lb. chopped nuts
1 lb. 8 oz. chopped dates

Sieve together and mix in:

4 lb. 8 oz. cake flour
½ oz. cream of tartar

Deposit into greased loaf cake pans and bake at about 360° F.

DATE KISSES

Beat light:

2 lb. egg whites
6 lb. powdered sugar
¼ oz. salt
½ oz. cream of tartar

Add:

Vanilla to suit

Then mix in carefully:

4 lb. chopped pitted dates

Drop out on greased and dusted pans. Bake at about 275° F.

DATE MACAROON COOKIES

Heat to 110-115° F.:

1 lb. 12 oz. granulated sugar
1 lb. 4 oz. brown sugar
2 lb. egg whites
1 oz. salt

Then add and mix in:

2 lb. chopped pitted dates
8 oz. chopped pecans
8 oz. chopped walnuts
3 lb. macaroon coconut
Vanilla to suit

Drop out on greased and dusted pans.

Bake at about 330-340° F.

DATE NUT BREAD (No. 2) (Quick)

Cream together:

1 lb. granulated sugar
4 oz. shortening
2 oz. salt
2 oz. soda

Stir in:

1 pt. honey
1 pt. molasses

Add:

4 lb. milk

Add and mix well:

4 lb. cornmeal
1 lb. whole wheat flour
8 oz. rye flour
3 lb. bread flour
1 oz. baking powder

Then add and mix in:

1 lb. 4 oz. chopped walnuts
2 lb. 8 oz. chopped pitted dates

Scale 17 oz. in regular Boston Brown bread tins. The tins and covers should be greased. The steamer should be filled with water to the top of the inside bottom plate. Bake at about 380° for two hours.

DATE MACAROON SQUARES

Rub together between the hands, using the same procedure as for making pie dough:

2 lb. 4 oz. cake or pastry flour
2 lb. granulated sugar
1 lb. 2 oz. shortening
¾ oz. salt
1 lb. macaroon coconut
6 oz. fine chopped walnuts
¼ oz. maple extract
¼ oz. vanilla extract
¼ oz. lemon extract

Take one-half of this mixture and sprinkle it evenly on a bun pan 18x26 in., greased and flour-dusted. Then sprinkle a little flour over the surface, and with a small rolling pin, roll out evenly and smoothly to cover the whole surface of the bottom of the pan. Then spread the following date filling over this.

Date Filling

Bring to a boil, stirring constantly:

2 lb. ground dates
1 lb. granulated sugar
1 lb. 8 oz. water
½ oz. salt

After the filling has been spread out evenly, allow it to cool. Then take the remainder of the mixture of the flour, sugar and coconut and sprinkle it evenly over the top of the filling. Dust a little flour over the surface and roll out smooth, being careful not to use too much pressure. Then sprinkle granulated sugar over the whole surface and place in the oven. Bake at about 375° F. This will require about 40 min. to bake to a light golden brown color. When baked and thoroughly cooled, cut into squares of desired size.

Note: Do not rub the flour, sugar, coconut, etc., too much, as it will become pasty and hard to handle. It should be crumbly. If the oven has a lot of bottom heat, it may be necessary to bake on double pans.

Many types of fruit jams may be used for the filling. A good mince meat adds to the variety.



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ANSWERS TO "DO YOU KNOW?"

Questions on page 10

1. **False.** Frozen yolks contain approximately 33% fat. However, as sugar or other material quite often is added before freezing, so the fat content will be somewhat less. Sugar yolks, for example, contain about 10% sugar, so the fat content will be reduced to about 30%.

2. **True.** A relative humidity of about 80% to 85% should be maintained in the proof box for best results.

3. **False.** Approximately 10 oz. dough is required.

4. **True.** Due to the modern formulas containing higher percentages of sugar, shortening and moisture, it is not necessary to use them. However, where the humidity is very low or where the cakes are not consumed for quite some time after baking, it may be a good idea to take advantage of these ingredients.

5. **False.** Even though the water is quite heavily chlorinated, the amount of chlorine used is so small that we are safe in saying there is little or no effect on fermentation.

6. **False.** This trouble can be overcome to a large extent by turning them over on cloth covered screens as soon as possible after baking. A softer dough would be liable to increase the tendency for the coffee cakes to be hollow.

7. **True.** Efficient milling will produce about 70-72% white flour. This is called a straight flour.

8. **False.** Whole milk powder contains about 38% lactose and non-fat milk powder about 50%. Lactose is about 16% as sweet as cane or beet sugar (sucrose).

9. **True.** The addition of a small amount of marshmallow will give the meringue a firmer body. It will stand greater abuse and not break down as readily.

10. **True.** If there are no differences in the formulas or procedures used, they would be identical. The only difference is that it would take longer for the formula containing the 1 qt. water to reach the desired temperature of 242° F.

11. **False.** When the pans are soaked in cold water, they are easier to clean. The hot water seems to cook the crust onto the pans, making it harder to remove.

12. **True.** By having these cakes somewhat on the alkaline side the color of the crumb is improved. When these cakes are on the acid side the crumb will have a disagreeable, grayish cast to it.

13. **True.** Analysis of egg whites show that they contain about 86.2% water, 12.3% protein, .2% fat and .6% ash.

14. **False.** An excess of diastatic malt causes the dough to become soft and sticky, making it difficult to handle through the machines. The softening and stickiness are caused by the action of proteolytic enzymes on the gluten in the dough.

15. **False.** For practical bake shop purposes, usually 2 oz. cream of tartar is used.

16. **True.** Breaking down of the filling is due to citric acid in the lemons

converting the starch into a syrup. Frequent stirring and rapid cooling will decrease the tendency for the filling to turn watery.

17. **False.** The easiest way to improve the appearance is to use plenty of moist steam in the oven during the baking period.

18. **True.** When all butter is used, the dough softens quite readily and is harder to handle due to the low melting point of butter. Puff paste margarine, having a higher melting point, will help to retain the shape of the cookies to a greater extent.

19. **True.** Wetting of the pans causes a slower caramelization of the crust, producing a lighter crust color. The crust will also be slightly thinner.

20. **False.** On an average, about 14% sugar will be obtained. This will vary somewhat, depending upon growing conditions.

SANDWICH QUEEN

(Continued from page 7)

a new twist indeed. By cutting a wiener part way through along the length of one side and frying it, he produced a curled variation of the ever-popular hot dog on toasted bun. The final touch is a dab of sauerkraut or crushed pineapple in the center, topped with mayonnaise or mustard.

Mr. Johnston owns Ren's Drive-In in Salem, his second venture in the restaurant field. He formerly owned a bus-stop cafe, then went into the insurance business. He still represents an insurance company while managing his food business.

Mrs. Dale invented her "Open-Face Crab Supreme" almost out of necessity. With her husband and friends on a hunting trip, she packed as food about four dozen crabs. After eating crab cracked, in cocktails, soup and salads, Mrs. Dale said she had to come up with something new or face the wrath of her company. Crab sandwiches seemed the proper order. Seasoned crab meat mixed with mayonnaise, spread open-face on toast, and broiled under a topping of grated American cheese, is the winning combination.

Mrs. Dale's husband owns Max Dale's Restaurant in Mt. Vernon. They bought the restaurant from an unsuccessful management and built it from a 22-seat drive-in to its present table capacity of 350 persons.

PILLSBURY

(Continued from page 10)

sumers, bakers, restaurants, or from the sale of feed for livestock and poultry. We are committed to explore new sales volume opportunities.

"In fiscal 1959, our capital expenditures for modernization and plant expansion totaled a record \$8 million, substantially more than the amount spent in the previous year. We expect to reinvest a similar amount in fiscal 1960.

"Although we cannot accurately predict the outcome of our immediate problems in the year ahead, we enter fiscal 1960 with assurance. We are definitely confident about our long range prospects."

Division Reports

Here is the report by divisions:

BAKERY FLOUR DIVISION: Deliveries of bakery flour reached an all-time high in 1959, and revenue was well over forecast. The increase in volume is attributed to improved product quality through technological

advances and the development of large volume accounts. The acceptance of turbo flours by the bakery trade encouraged the company to expand turbo milling capacity at the Enid, Okla., mill.

BAKERY MIX DIVISION: Sales and revenue in the bakery mix division continued to grow as established accounts purchased more products, and definite inroads were made into the wholesale baking field, the report stated. Danish Doh, a new mix, was introduced to meet demands of the large and growing market for Danish pastry.

REFRIGERATED DIVISION: The refrigerated division reported record sales in fiscal 1959, despite increasing competition from private label brands. The new refrigerated plant at East Greenville, Pa., went into operation last fall and a second new plant at New Albany, Ind., is now in partial operation. Major attention continued to be devoted to research. This research has resulted in a number of new products which are expected to enter the market in the near future.

INSTITUTIONAL PRODUCTS DIVISION: Sales and revenue increased again during the past year in this relatively new Pillsbury division. This area represents large-scale growth potential as more people "eat out," more children are served in school lunch rooms, there is more hospital feeding and as in-plant cafeterias multiply, it was pointed out.

This division made the company's first departure into non-flour based foods with the introduction of Chef Style Potato Flakes—an "instant" mashed potato. The institutional division introduced three additional new products in fiscal 1959: Devils Food Cake Mix, with turbo milled flour; Milk Chocolate Flavor Chiffon Pie Filling Mix and Chef Style Breader Mix.

GENERAL MILLS

(Continued from page 5)

lings, who retired from the U.S. Air Force in February, 1959, after 30 years of service.

Gen. Rawlings was also elected to the board of directors and assigned responsibility for the broad financial planning of the company. Widely recognized as the outstanding business management expert in the nation's military establishment, he headed the Air Materiel Command of the Air Force for more than seven years.

David H. McVey, vice president and general manager of the feed division, resigned in March, 1959, to resume the practice of tax law. Eugene E. Woolley, director of production for the flour division, replaced Mr. McVey as feed division general manager.

Flour Division

The report said GMI continued to expand and improve its services to its flour customers. Cooperating with the American Bakers Assn., American Institute of Baking, Associated Retail Bakers of America, National Macaroni Manufacturers Assn., Wheat Flour Institute, Durum Wheat Institute, Allied Trades of the Baking Industry, and many local groups, the company developed programs for merchandising baked foods. Vitality News, GMI service publication for bakers, celebrated its 25th anniversary. Among the year's new projects was a special advertising campaign in grocery trade publications to emphasize the importance of baked goods in building sales and profits.

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

HELP WANTED

WANTED—HEAD MILLER—SOUTHWEST mill. Middle aged with experience. No transients-drinkers or "has beens". Give all details in your first letter please to Ad No. 5060, The American Baker, Minneapolis 40, Minn.

MISCELLANEOUS

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Oklahoma City, Okla.

Missouri Bakers Plan September Outing

KANSAS CITY — The Missouri Bakers Assn. has announced plans to hold its "Bakers Mixer" meeting at Arrowhead Lodge, Lake of the Ozarks, Lake Ozark, Mo., Sept. 28-30, reports George H. Buford, secretary.

The opening session will be a noon luncheon Sept. 28, with a hospitality hour just before dinner that evening. The outing will get under way Sept. 29 with an Ozark breakfast, followed by ample time for members and guests to tour the lodge's gift shop and to make tours of the surrounding area. Luncheon on Sept. 29 will include a surprise about which the planning committee is revealing nothing at the present time. The pattern of the previous day—a hospitality hour, dinner and social activity—will conclude the second day.

On Sept. 30, the session will begin with a breakfast, followed by a special program before the outing is concluded.

Reservations are \$10 a person (wives are urged to attend), and members are urged to place reservations well in advance directly with the lodge.

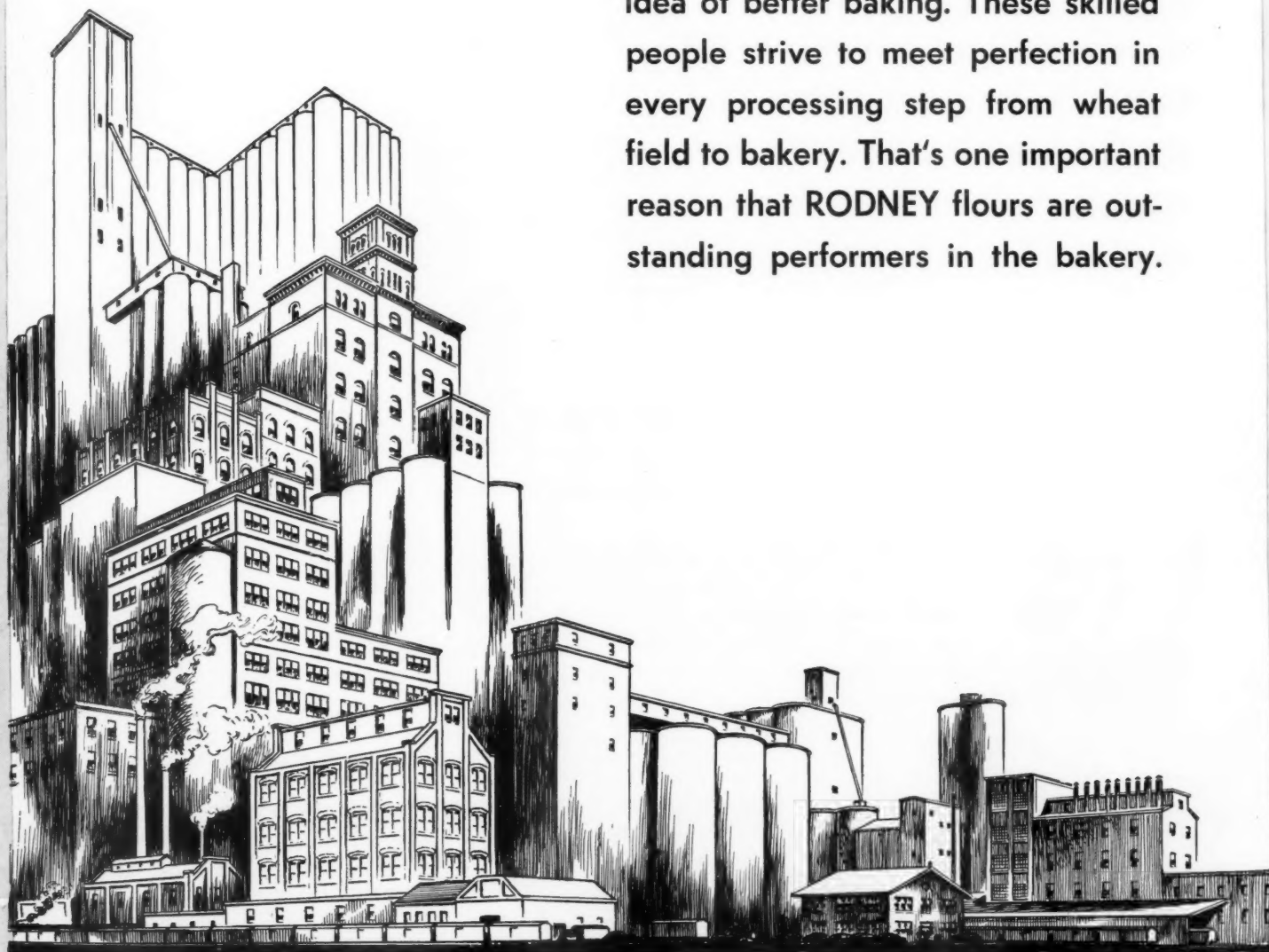
—BREAD IS THE STAFF OF LIFE—

New Facilities in Use

BUFFALO—General Mills, Inc. has started putting into operation its new bulk storage facilities that cost about \$1 million. The new units, which were constructed adjacent to the "B" mills, increase storage capacity about 65%. A new warehouse and maintenance shop should be in operation by Sept. 1.



When you buy from RODNEY you get more than flour . . . you get the devoted attention of a corps of experts who are dedicated to the idea of better baking. These skilled people strive to meet perfection in every processing step from wheat field to bakery. That's one important reason that RODNEY flours are outstanding performers in the bakery.



Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the
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GRIST OF GRINS



Groom: "How did you make this cake, dear?"

Bride: "Here's the recipe. I clipped it from a magazine."

Groom: "Are you sure you read the right side? The other side tells how to make a rock garden."

◆ ◆ ◆

The youngster climbed into the barber's chair and settled himself. "Well, my little man," said the barber, "how do you want your hair cut today?"

"Like my pop's," the youngster replied, "with a hole on top."

◆ ◆ ◆

British sailor (bragging about his ship). "Oy say! Our flagship is so big the captain uses a car to drive around the deck."

U.S. Gob: "That's nuttin'. Our flagship is so big the cook uses a submarine to go through the stew seeing if the potatoes are done."

◆ ◆ ◆

Mom suddenly had the urge to live in the past. She complained to her husband: "You used to kiss me," so he leaned over and kissed her on the cheek. "You used to hold my hand," she said, so he reached out and held her hand. "You used to bite me on the neck," added Mom, and Pop started to walk out of the room. "Where are you going?" asked Mom, and Pop replied: "To get my teeth."

◆ ◆ ◆

Wife: "I've got you this bottle of hair tonic, darling."

Husband: "But my hair isn't falling out."

Wife: "I know, but I want you to give it to your typist at the office; her hair is coming out rather badly."



The American Baker reaches the two groups vital to your product's acceptance—the production superintendent who selects it, and the plant manager who approves it. Cover "both sides of the street" economically through advertising in The American Baker.

POLAR BEAR FLOUR IS KING



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King Midas Flour Mills — Hastings, Minnesota.
9,400 sacks capacity. Mill storage 1,300,000 bu.

KING MIDAS FLOUR MILLS TURNS WHEAT TO GOLD With W&T Flour Treatment

Wallace & Tiernan's flour treatment won't turn sacks to gold as did the touch of the mythical king; but when used by the King Midas Flour Mills it tops off careful milling for profitable flour sales.

King Midas uses W&T's technical knowledge and experience in flour treating — its single line, "one-roof" responsibility — its time-tested products.

- The Dyox® Process is used to produce flours of uniform workability. The Dyox Process is the no-waste method of producing chlorine dioxide gas of consistent strength — metering the gas not a liquid.
- Novadelox® is used for optimum color removal and best color dress.
- N-Richment-A® is used for vitamin and mineral addition.
- Beta-Chlor® units are used to furnish pin-point pH control.

King Midas Flour Mills is one of the many milling companies using W&T Flour Treatment. If your mill is not one of these, investigate the advantages of Wallace & Tiernan's complete flour service.



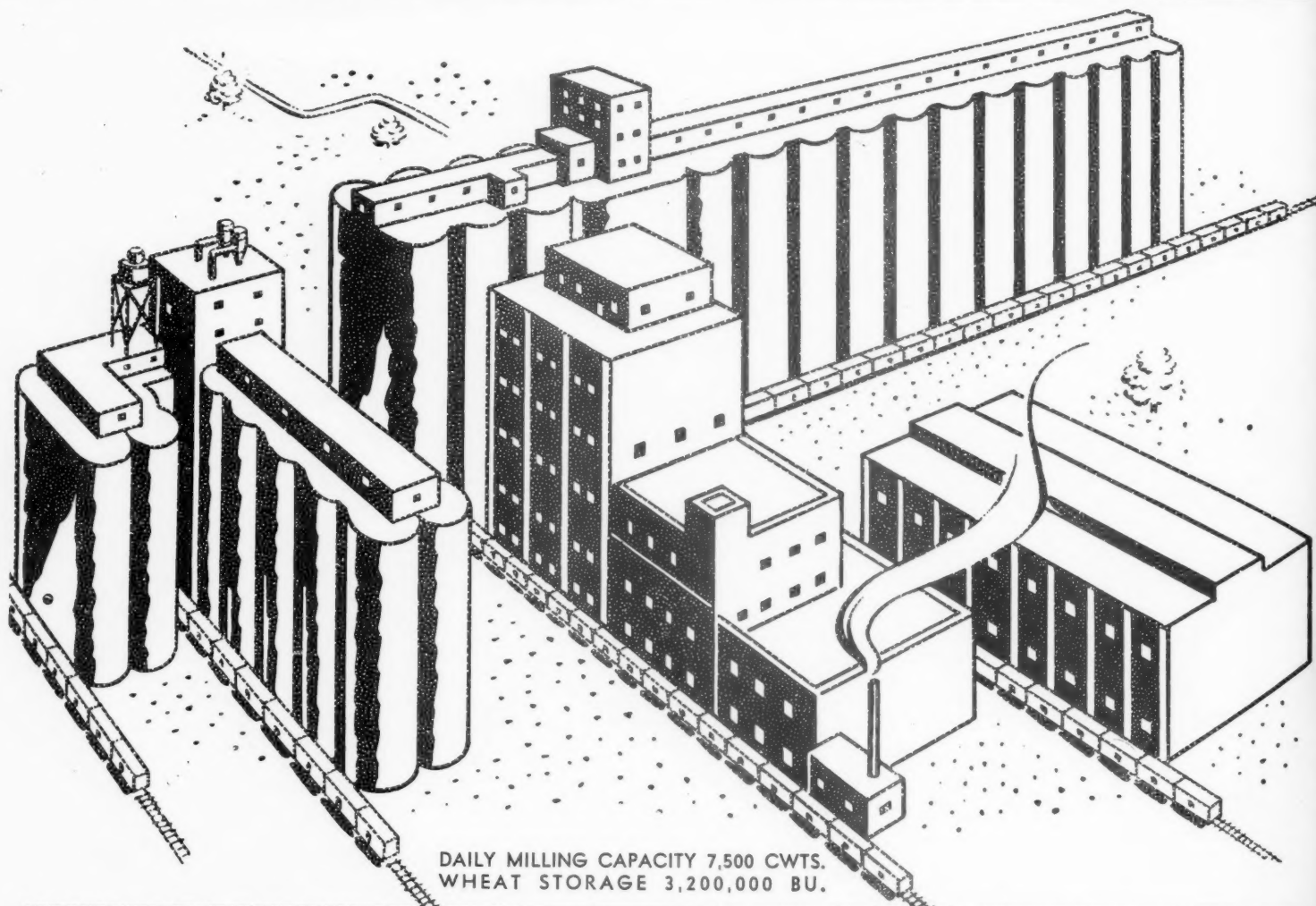
Dyox machine for accurate generation and application of chlorine dioxide gas.



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WALLACE & TIERNAN INCORPORATED

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REPRESENTATIVES IN PRINCIPAL CITIES

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DAILY MILLING CAPACITY 7,500 CWTs.
WHEAT STORAGE 3,200,000 BU.

The **I-H**

ISMERT-HINCKE *Milling Company*

KANSAS CITY, MISSOURI

Join the growing list of bakers who are building bread quality and bread uniformity by standardizing on I-H flours. The outstanding reliability of I-H brands is founded on wheat of extra premium quality plus an exacting standard of milling and laboratory control.

